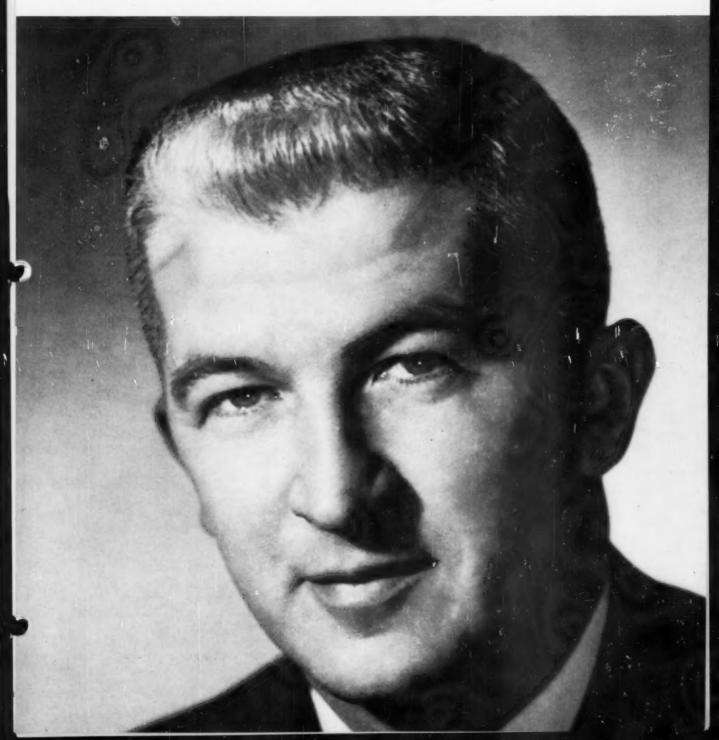
March / 1955

The reporter of

# Direct Mail

ADVERTISING







# **PONTON**

...knows Your Prospects...by name!

W. S. PONTON, Inc. 50 E. 42 St. New York 17, N. Y. Murray Hill 7-5311

Prod. Plant—44 Honeck St., Englewood, N. J. Phone: ENglewood 4-5200



WRITE FOR FREE CATALOG!

The Ponton Catalog is a valuable trade tool with a thousand hidden uses...use it all the time.

Let's act out a "Sherlock Holmes" for Business' sake. The car license says Buffalo. Do you want the name of every car repair place . . . every new car dealer . . . every used car dealer, accessories shop, tire dealer, filling station or garage in town?

Whether the city is Buffalo or a remote village PONTON is the detective who jotted down all the details for the benefit of all you wholesalers, manufacturers, retailers who must get through to each individual prospect—by mail. Every name, as of now, this minute, checked and up-to-date ready to try for a sale.

Look inside the car now, those are typical well-to-do golfbound Buffalonians . . . a banker perhaps, a doctor, a radio station executive and a hotel manager . . . anyone of these appear on more than a dozen lists from Ponton, whether compiled profession-wise . . . incomewise . . . home-wise . . . via real estate, recreation habits, business position . . . or such seeming "trifles" as being married . . . Ponton knows your prospects from every possible angle . . . yours for the asking with a complete mail promotion service from research to result . . . most comprehensive of them all . . . consult Ponton for your specific list needs.

mohawk superfine

text.cover & bristol

halfmoon vellum

> mohavk. velluim cover & bristol

navajo text & cover

mohawk papers rare an ideal background

for good design and fine printing.

artemis

text &

cover



Here's a winning paper combination — a fine enameled printing surface in colors styled to meet the demands of today and tomorrow.

Counseled by American Color Trends, Incorporated, of New York, we are ready now with Woodbine Colored Enamel in tones as new and bright as Fashion's next dictate.

Upgrade your printed pieces with the added effectiveness of Woodbine Colored Enamel in exclusively pre-tested colors; — exploit to your immediate and distinctive advantage the tints and shades synonymous with timeliness.

What's more, Woodbine's established supremacy for both offset and letterpress, its well-mannered press performance, easy folding and diecutting, mean faster production and better final impressions.

There is something new. This is it. And it's all yours in the 13 Woodbine colors recommended by American Color Trends. All are available in Woodbine Colored Enamel, Woodbine Duplex Enamel and Woodbine Duplex Bristol.



the

Samples will be gladly sent upon request

APPLETON COATED PAPER COMPANY
1250 NORTH MEADE STREET . APPLETON, WISCONSIN

The reporter of

# **Direct Mail**

ADVERTISING

224 Seventh Street, Garden City, N.Y. Ploneer 6-1837
THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL
Volume 17 Number 11 March, 1955

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Henry Hoke

Editor and Publisher

M. L. Strutzenberg
Business Manager

Henry Hoke, Jr. Advertising Manager

Dudley Lufkin Field Editor F. Stern Circulation H. L. Mitchell

Western Advertising Manager

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COVER STORY:

# Salute To A Versatile Direct Mail Creator

The man on our cover first appeared in *The Reporter* back in January 1951 . . . with an article titled "Don't Dry Woof!" His name is Douglas B. Mahoney and he is advertising manager and a director of Frank W. Horner Ltd., pharmaceutical manufacturers, of Montreal, Quebec, Canada. Last October in Boston, he was elected Canadian Vice President of the Direct Mail Advertising Assn.

This reporter first met Doug during the week of November 19, 1950, when we conducted a five-day direct mail clinic under the auspices of the Advertising & Sales Executives Club of Montreal. Doug sat each day in the front row . . and it didn't take long for the "professor" to discover that he was facing an eager and challenging "student." In the final "exam" which involved writing a sales letter for a hypothetical company and product . . . Doug walked off easily with first prize. He also wrote another fantastic burlesqued letter (for private consumption only) which had the class in stitches.

We've watched his work through the succeeding years . . . and it seems to get better and better. Don't know where he finds the boundless energy to handle so much with seemingly so little effort and so much humor.

After his election as veep of the DMAA, we said, "Doug, The Reporter ought to have more stories from Canada." So . . . they are starting in this issue. Doug tells about his complicated operations in the article starting on page 16. Other stories of Canadian direct mail operations are in the works and will appear in future issues.

# ENVELOPES



Shipp mailed in Cumples Personalized sevalance

Personalized employes we Ussign to increase the

attractiveness of your mailings so as to lend that

eye-a peal which is so necessary to get readability.

Consult our Apt Department and let them prepare designs for your next mailings, at no cost to you.



360 Furman Street • Brooklyn 1, New York
Offices in Boston, Washington & Philadelphia

So that you all can know him better . . . here are some brief highlights:

Douglas B. Mahoney was born thirty-five years ago in Toronto, but lived in Bristol, Conn., for seventeen years. Was educated in the U.S.A. After a wartime stint piloting trans-Atlantic for the Royal Air Force Ferry Command . . . he joined Frank W. Horner Ltd. . . . just about ten years ago.

Started at grassroots level as a medical representative (detail man) calling on physicians and pharmacists in Toronto. Then jumped to a cross-Canada project doing high-spot work with specialists. From that he was graduated to an inside sales job . . . and finally, seven years ago, was catapulted coldturkey into a strange new world with "Advertising Manager" lettered on the door. He is responsible for the planning, execution and dispatch of the company's domestic and foreign programs . . . promoting sales in Canada, the British West Indies, Central America, Cuba, India, Pakistan and several South American countries. Also looks after point-of-sale, sales aids and literature, convention displays and sundry public relations functions. Dabbles in personnel work on the side.

It's hard to believe, but Doug operates without an agency. Buys almost all of his own artwork, and until just recently, wrote all of the copy for the more than 400 (four hundred) mailing pieces produced annually by Horner. Has upped the mailing frequency from 40 times a year to 120 since becoming ad manager.

He supervises an advertising staff of eight . . . one copywriter, one production man, one secretary and four mailing room girls.

Doug's job doesn't consume all of his time . . . so he cuts grass and shovels snow at his home just outside Montreal where he lives with wife Nadia and their son and daughter. For relaxation likes to write as a hobby, dance, swim, golf, tell animal stories and discourse on metaphysics or practically any other subject under the sun. In other words, he's interested in everything.

That's why we think you will want to join in this salute . . . and why you'll be interested in the description of his direct mail operations starting on page 16.



Ever have work from your office duplicators come out looking like early hieroglyphics? . . . filled letters, smudges, blots? The culprit may be just plain lint.

You see, lint from some papers is picked up by the blanket or plate . . . then takes on ink . . . and leaves a dot or line on the rinshed copy. The more lint, the more unexpected dots or lines.

The remedy is as simple as the cause. Use Eastern's lint-free duplicating papers. Special surfacing and sizing built into these fine papers eliminates the possibility

of a "linty" surface . . . assures clean, clear impressions on every job.

For top quality work on stencil, spirit or offset duplicators... for papers that look well, print well and permit fast, trouble-free operation, use Eastern's Office Papers:

ATLANTIC BOND, ATLANTIC MIMEO BOND, ATLANTIC OPAQUE, ATLANTIC DUPLICATOR, MANIFEST MIMEO BOND, MANIFEST MIMEO, and MANIFEST DUPLICATOR.

For sample packets or sheets write or call.





# ". . Bunn Tying Machines help move as much as 1/4 million pieces of mail a day"

says Edward Leahy, Sec'y-Treas., **BUCKLEY-DEMENT** 

"Direct mail campaigns must go out on time," says Mr. Leahy of Buckley-Dement Advertising Corp., Chicago, world famous direct mail house, "but without Bunn Machines it would be impossible to hold our tight schedules. Their tying speed keeps pace with even the fastest automatic inserting and metering machines.'

Bunn Machine operation is simple: place stack of envelopes on machine and step on treadle. In less than 11/2 seconds, stack is securely wrapped and tied with slip-proof, tamperproof knot, fully approved by Postmasters.

Bunn Machines adjust automatically to any size or shape . . . use right amount of twine every time . . . with proper, uniform tension

B. H. BUNN Co., Dopt. RD-35 7605 Vincennes Ave. Chicago 20, III.

GET THE WHOLE STORY Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



|        |                  | 7     |
|--------|------------------|-------|
| 44 4 1 | <br>F P 11 B P F |       |
| MAIL   | COUPON           | . NOW |

B. H. Bunn Co., Dept. RD-35 7603 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Company\_

-----

Zone\_State



'come your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

A NEW HONORARY LIFE MEM-BER was added to the rolls of the DMAA. Harry A. Porter, senior vice president, Harris-Seybold Co., 2510 E. 71st St., Cleveland 5, Ohio, was so elected at the board meeting in Washington on February 11, 1955. For the records, we should explain that there are now only four honorary life members. The first was Homer Buckley of Chicago, one of the organizers and the first president of the DMAA (1917). Second was Nelson Wentzel, formerly of the Bureau of Classification, Post Office Department, at the time of his retirement. Third was Victor Perry of the Toronto Public Relations office of the Canadian Post Office Department. And now the fourth is Harry Porter (former DMAA President). All four recipients deserve the recognition . . . for they have done much for direct mail.

☐ THE POSTAL SITUATION is being very well explained in recent bulletins from the Associated Third Class Mail Users and the Parcel Post Assn. We have been very much impressed by them . . . especially the bulletins of February 12 (ATCMU) and the February 4 (PPA). If you haven't already seen and would like to have samples, write to Harry Maginnis at ATCMU headquarters, 1406 G St., N. W., Washington 5, D. C., or Bill Henderson at PPA headquarters, 925 Fifteenth St., N. W., Washington 5, D. C.

☐ FULL COLOR STOCK COVERS for house magazines with a 9" x 12" format are now available from Monthly Cover Service, Chicago. MCS, a division of Publisher's Digest, Inc., has previously only issued stock covers for 81/2" x 11" magazines. To accommodate 9" x 12" publications, the new line is printed on a 90 lb. enamel sheet, size 123/4" x 181/2" which forms a complete front and back cover. Only the front cover design is printed. New and original subjects in four colors are available each month, ready for overprinting publication's masthead either by offset or letterpress. For complete details and samples, write to Publisher's Digest at 415 N. Dearborn St., Chicago 10, Ill.

☐ THE 1954 ADVERTISING BUD-GET SURVEY conducted by the National Industrial Advertisers Assn., 1776 Broadway, New York 19, N. Y., has been published in a summary report, selling for \$2.00 per copy. NIAA surveyed their 2500 members by mail (as well as 1250 additional industrial advertising managers) to find out budget policies in industrial advertising during 1953 and 1954. Their published findings are good . . . except for this important question: "How was your 1953 budget expended and how do you anticipate you will spend your 1954 budget in terms of percentage of total budget?" We found



the percentage breakdown of answers to this question very confusing. While Technical & Trade Space got the biggest nod with a 41.0% percentage, under it were separate listings for Direct Mail (9.2%), Catalogs (13.0%), Publicity (4.1%), Market Research (0.4%), and Dealer and Distributor Helps (2.4%). Directories & Trade Catalogs were considered part of Trade Space, and House Organs (external) were included in the Publicity percentage. It seems to us that all of these (with a combined 29.1%) should have been classified under Direct Mail, period.

# The inside story of the list business #29

LISTS are fascinating and exciting things. Of course, our recommendation cards must be strictly factual, but our customers should find it not only interesting but profitable to read descriptions like these.

1. INDEPENDENT PEOPLE like our mail order buyers don't like to traipse up to a box office and wait in line for their tickets. Here are 200,000 foxy theatre patrons who have that nuisance beat—they buy their tickets by mail! New Yorkers aren't the only smart ones either. These people also live in Philadelphia, Chicago and Boston, and they see the leading plays and musicals every season. We know these people have money, they like to spend it, they are educated and they keep up with what's going on. The list is maintained in top shape on Speedaumat plates and altho the list was released only a few months ago, early tests are already being followed up.

2. BELIEVE IT OR NOT—here's a company which with very little fanfare gets a half a million women a year to buy their greeting cards ENTIRELY BY MAIL. The ease with which this is done is reflected in the quality of the list. It works like a charm for dozens of mailers—fund raisers, merchandise offers, women's magazines.

3. UNLIKE THE COMPANY just mentioned, this one really beats the drums! Two pages of pictures in LIFE, no less . . . and no wonder! Imagine selling burros by mail. Only a genius would have thought of it—and only an expert mail order man could do it. Of course, altho he sells a surprising number of them, burro buyers are a small portion of the 320,000 buyers of other things. Anyone who doesn't buy again in two years is gently removed from the list.

4. SPEAKING OF BURROS reminds us lots of other people like animals and the birds and the bees, too—585,000 of them buy pictures of them and trees and flowers and other bits of nature, and the albums to put them in. These people pay up to \$17.00 over a period of three years. After that they are hibernating as nature lovers.

5. DEATH AND TAXES, they say, are inevitable—but these people are stubborn enough to think that something can be done about it. They have subscribed to a magazine which tells how to make a will, how to outwit the tax collector—legally, of course—and a lot of other things such as how to balance your budget, how to

build a house, how to invest your money, and how to get Junior to eat his spinach. Once in a while, we can persuade this publisher to swap his live names, but we can almost always get him to rent his 55,000 people who fell by the wayside in 1954, or the 99,000 that dropped out in 1953.

6. THESE 285,000 WOMEN had to go out and buy a box of something, open it up, take out an insert, attach it to a coupon ad she read in one of several women's magazines like McCall's for instance, take a buck out of her purse, and send in the the works to get a little sewing kit attractive enough to use as an evening bag. This list is so new that not everyone has had a chance to test it yet, but those that have are coming back fast for more.

7. WE HAVE OFTEN WONDERED what are the exact ingredients which make one premium list pull its head off and another one fall flat on its face. Of course, you can think of a number of factors which will affect the quality of a list—the kind of premium offered, the amount of money paid for it, the media used, the care taken in the addressing, and so on. But here is a list of 1,300,000 women who send in for a cookbooklet for free and it's one of the best premium lists we have handled in years. These gals really know how to cook, and they "cook with gas" as the saying goes.

8. GUESS WHAT'S going up fastest.
Wrong—it's houses, and with the baby crop at a peak 4,000,000 last year, it looks like more and more houses are going to be built and that builders will have money in their pockets for some time to come. With competition, they are having to keep on the ball businesswise. Here is a specially lively group of 134,000 subscribers to a building trade publication who have also responded well to high priced tax services, business magazines, real estate services, financial publications, news magazines, and so c.n.

9. COMING TO BABIES, about 10% of those new mothers bought baby items in 1954 from just one company which sells entirely by mail using birth lists. What with the high cost of baby sitters, mothers are having to stick around home. Consequently they go on their shopping sprees by mail. An amazingly varied list of mailers have used this list successfully. See if it doesn't work for you!

Any responsive chords struck here? Just ask us.

Arthur Martin Karl

President

# NAMES UNLIMITED, INC.

252 Fourth Avenue, N. Y. 10, N. Y.

MUrray Hill 6-2454

Charter Member National Council of Mailing List Brokers



# Write for the new MAIL ROOM and COLLATING CATALOG



CORBIN Mail Room and Collating Equipment reduces work motions, ends congestion, handles larger quantities of mail in less time. Used in the majority of U. S. Post Offices, and in leading firms, universities and institutions. It's the answer to your need for fast, efficient mail handling!

| MAIL   | Size and capacity to<br>meet your requirements |
|--------|--|
| COUPON |  |
| NOW!   |  |

| CORBIN Wood Products<br>(Dept. RB)<br>The American Hardware<br>Hornell, N. Y.    |                  |
|--|------------------|
| Send illustrated literature<br>Corbin Mail Room and (<br>ment and related produc | Collating Equip- |
| NAME   | ********         |
| FIRM   | ********         |
| CITY   | ZONE             |
| STATE  | **************** |
|  |                  |

# Short Notes

"TRAV" is the name of a useful premium giveaway worth investigating. It's a mild detergent for wash-basin laundering... handsomely packaged in a small, personalized match-type cover. Big users up to now have been hotels who place "Trav" in rooms for convenience of guests who want to rinse out their duds. But the gimmick is a natural for direct mail applications (especially in the travel and garment fields). Prices for imprinted "Trav" packages run about \$20,00 per thousand (one color). Write to A. P. Leland, vice-president of sales for the Trav Co., 911 Washington Ave., St. Louis, Mo.

JJ.

☐ AESOP'S STABLE is a little booklet, cartooning some good sales points for Railway Express Agency. Produced for RE by Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass., the booklet is "An up-to-the-minute Who's Zoo of common—and uncommon—carriers." It lampoons the hauling methods of the tortise, hare, elephant, penguin and



crow...contrasting them with the benefits of Railway Express Service. Sample: "The Elephant—Because for years he's lugged a trunk... He figures careful handling's bunk... Let cargo crash to terra firma... It won't dismay this pachyderm-a. (With Railway Express, care in loading, stacking, handling is just doing what comes naturally)."

П

□ NEWSWEEK MAGAZINE'S trade press campaign on "America's Most Significant Million" has been condensed into an eye-stopping pictorial booklet. The campaign compares Newsweek readers with some well-known places, dramatizing the size and importance of each. The Rose Bowl, for instance, is pictured with a headline reading: "The Rose Bowl Couldn't Hold All The Company Directors Who Read Newsweek." Other comparisons of Newsweek readership are made with The Empire State Building (five of them couldn't hold all the corporate officers who read Newsweek). New York's Polo Grounds, S. S. United States, and all the money the U.S. prints in a year (doesn't equal the purchasing power of Newsweek readers). For an insight on how Newsweek built "America's Most Significant Million" circulation . . . see the Lew Kleid-Red Dembner interview on page 20.

☐ WITH TAX TIME CLOSING 1N AGAIN next month, maybe it would be a good idea to write to Frank Wertheim (Public Relations), 179-15 Jamaica Ave., Jamaica 32, N. Y., and ask him for a sample of The Aspirin Pencil. You can figure out your tax and get rid of the headache it produces at the same time. The pencil makes a fine gimmick for mail promotions. Bottom half is a stand-



ard lead pencil, top half is a transparent tube containing a half dozen regular dose aspirins. Hollow part can be imprinted with ad message to tie in with headache theme, etc. Price for 1,000 (including imprint and aspirins is \$98.95.

T

☐ A SIMPLIFIED POSTAL GUIDE for zoning has been published by Advertisers' Letter Service, 38 W. Grand St., Elizabeth, N. J. Gives all postal zones and rates without having to refer to the U. S. Postal Guide code numbers. Large cities are listed on special colored sheets for easy reference. The guide was prepared and edited by B. J. Mosher of Pitney-Bowes, Inc., Newark. Advertisers' Letter Service sells it for \$3.00 postpaid.

☐ W. T. SORENSEN & ASSOCIATES, INC., Chicago, has published a folder giving complete price of producing a catalog—from design to printing. Their



one-price quotation includes layout, lettering, typesetting, photo retouching, illustration and offset printing. The price list covers a range of 8 to 64-page, 8½" x 11", booklets and catalogs in quantities of 5,000 to 50,000. Prices are quotes for both one and two colors. You can get a copy of the price list by writing to Sorensen's Catalog Development Div., 220 S. State St., Chicago 4, Ill.



Getting printing like this on Hammermill Offset is duck soup

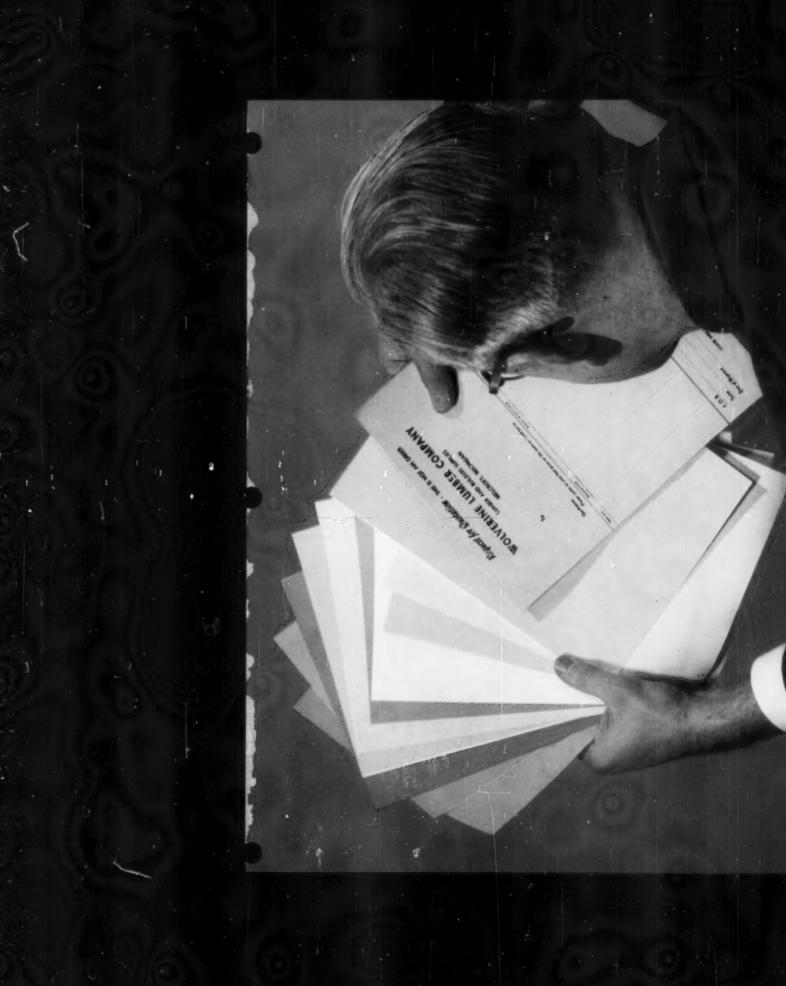
You can expect true color reproduction when you use Hammermill Offset. Free from fuzz, lint and flakes, it's whiter, brighter and more opaque than most offset papers. And, Hammermill Offset has outstanding ink receptivity and dimensional stability to reproduce beautiful colors with striking realism. Available in Wove and four embossed finishes—Handmade, Homespun, Linen and Laurel. Choice of weights and sizes.





# HAMMERMILL OFFSET for the finest color printing

Manufactured by Hammermill Paper Company, Erie 6, Pennsylvania



# No need to spend valuable time checking samples when your printing jobs are on Hammermill Bond

When a printing buyer reorders business forms or letterheads on colored paper, he has a right to expect a color match for his previous order.

No need to worry about this detail when a job is on Hammermill Bond. For, Hammermill Bond colors do match, run after run, month after month. That's the result of maintaining color control with the costly spectrophotometer - · the scientific in-

strument that "remembers" colors in black and white. Most mills must rely on paper samples that fade in time. Hammermill can give you a precise color match - · indefinitely.

Hammermill Bond is available in 12 colors as well as a bright white. These action getting colors were developed from 40 years' experience in the production of 500 million pounds of colored bond paper. Use them

with complete confidence..they are made to help produce finer business printing and to please careful buyers who will be glad to "come back for more."







☐ "ADVERCARDS" is the name of these new jumbo mailing cards . . . first in a series of "do-it-yourself" stock mailing pieces to be released by American Mail Advertising, Inc., 610 Newbury St., Boston 15, Mass. Advercards come in

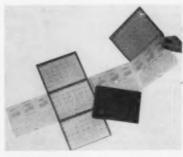


eighteen border designs, pre-printed in color on heavy cover stock. They can be imprinted by mimeograph, multigraph, multilith or letterpress. You can get a free mail advertising planning kit with samples of the eighteen cards by writing to AMA.

# П

☐ THAT WALL STREET JOURNAL article on direct mail ("Sales Via The Mails Climb Anew Amid Mounting Competition") is still being reprinted . . . and getting an even wider distribution. Latest to use the d.m.—boosting piece in a self advertising mailer was Doolittle & Co., Inc. (direct mail advertising) 320 N. Dearborn St., Chicago 11, Ill. Important parts of the article were circled in red, highlighting the big picture of direct mail as a medium.





☐ SOME TIME AGO in Short Notes we mentioned an unusual time-planning guide for advertising executives. We said it was excellent for planning campaigns, etc., but was difficult to describe. Now, we've received a picture of the guide (above) with the news it will soon be available through retail outlets. Called "Planno", the guide combines a year-ata-glance planning calendar, an adjacent

section for outlining advance objectives for each month and each quarter, and also has additional space to work out re-allocations of time to accomplish the objectives. The whole thing folds down into a neat 8¾" x 12¾" booklet-like affair, about ¼" thick. For complete information write to public relations executive Edward F. Baumer who is also president of Planno, Inc. His address is 909 S. Westmoreland Ave., Los Angeles 6, Calif.

# JJ

☐ WE LIKE the monthly bulletins Alan Drey of the Chicago office of Walter Drey, Inc. (mailing lists) sends to his Midwest clients and friends. Alan calls them a "monthly discussion of this and that" . . . reporting on Midwest direct mail conditions, etc. Some of his latest items indicate direct mail results are good in the Chicago area and will merit an "excellent rating before the season is over." His bulletins are also doing a lot of plugging for Chicago's Direct Mail Day to be held next month (see Organization Report on page 37).

# Л.



☐ THE "RUSH" DEPT. To speed the news that they would now sell the German-made Miller M.A.N. Offset Press in the United States, Miller Printing Machinery Co., Pittsburgh, Pa., rushed a letter with this unfinished heading into the mails. The headline reads: "TO OUR PRINTING INDUSTRY FRIENDS, Greetings—We apologize for the unfinished drawing shown above. We have some news and we want to get it to you as soon as possible so we told the artist to stop where he was." Good gimmick.

# П

DESCRIPTION (WITHOUT TRY-ING) DEPT .: A letter we received last month began: "Dear Friend: The Snowhite 'Custom' four ply napkin is so much finer than any other disposable napkin ever marketed I'm not even going to try to describe it. I just ask that you examine the sample enclosed for your inspection, try it at dinner tonite." Then, the second paragraph launched into: "This luxurious napkin is made of not 2, or 3, but four thicknesses of downey white, super soft, super absorbent cellulose. Actually this napkin will . . The "description" went on for eight more paragraphs, plus a P. S. We're still wondering what the description would be like if the letter writer had tried.

# DISCOVER New Selling Tools SALLIES ALTERS

May 23, 24, 25, 1955

Grand Ballroom and Adjacent Ballrooms

# HOTEL BILTMORE

**New York City** 

A show answering the long recognized need for a trade market place devoted exclusively to exchanging ideas and viewing the latest developments in the tools of selling.

First Day, May 23rd, will be a Press and Membership Preview only during the hours from 4-9 p. m.

# 9,200 Attended last year's Show

Be sure you have an exhibit if you supply:

VISUAL AIDS DISPLAYS EQUIPMENT PREMIUMS ADVERTISING SPECIALTIES GRAPHIC ARTS SALES
PRESENTATIONS
TRAINING METHODS
INCENTIVES
PACKAGING &
OTHER ALLIED
SERVICES

Thousands of buyers . . . Sales Directors, Sales Promotion Managers, Merchandising and Display Directors, Advartising Managers and Agency Executives and others with purchasing influence will attend this show to see what you have to sell. You and your representatives will see these buyers of a sales-call-cost of pennies instead of dollars!

Write today for guest tickets on your business letterhead to Louis Barber. For exhibit information . . . to Evelyn S. Owen.

Thomas B. Noble, Chairman

ADVERTISING TRADES INSTITUTE, Inc
270 Park Avenue, New York 17

MUrray Hill 8-0091

Next Advertising Essentials Show Nov. 14, 15, 16, Hotel Biltmore, New York

# 'set' your own display type

# PHOTO-COMPOSE TYPE BY SIMPLY DIALING!

### AUTOMATICALLY DEVELOPS, FIXES AND DELIVERS FINISHED PRINTS

The new Coxhead-Liner is an ingenious photo-lettering machine that delivers finished type-proofs, ready for paste-up in ninety seconds. It produces copy in all popular styles and sizes—ranging from 14 pt. to 72 pt. No dark room—no trays—no negatives—no waiting. The operation is so simple that any office girl can produce your type composition at her desk.



Coxhead-liner



Body copy by VARI-TYPER Heads by COXHEAD-LINER

compare!

HUNDREDS OF CHANGEABLE TYPE MASTERS

Coxhead-Liner type-masters are changed like phonograph records. The permanent plastic discs are dropped into place on the spindle and the font is ready for action. Letter spacing and justifying is automatic. Simply dial the copy-Coxhead-Liner does the rest.

| RALPH C. COXHEAD CORPORATION 720 Frelinghuysen Ave., Nework 5, N.J. |
|---|
| Please send COXHEAD-LINER Booklet H-12                              |
| NAME  |
| COMPANY   |
| ADDRESS   |
| CITYZONESTATE   |



☐ CORRECTION!: On page 12 of the January, 1955, Reporter we ran a Short Note about MASA International's Mimeoscope Exchange (for exchanging stenciled artwork between mimeograph users). But we neglected to mention that the exchange is only open to MASA International members. The Mimeoscope Exchange (Alice Cabral, 99 Chauncy St., Boston 11, Mass., chairman) is only one of several MASA exchanges. Others include offset, lettershop advertising, etc. . . . but they're for members only.

# J

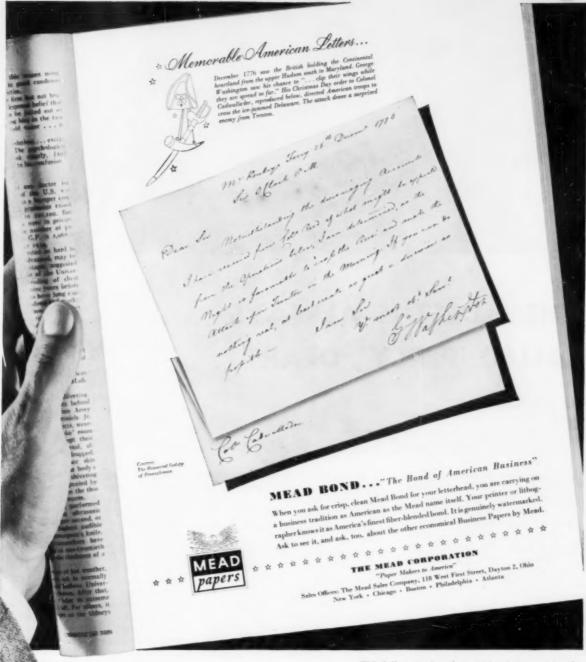
☐ A NEW PHOTO MORGUE is being offered by Eye-Catchers, Inc., 207 E. 37th St., New York 16, N. Y. for \$3.00. A 10" x 13" box contains 192 separate sheets which show proofs of over 1,000 photos available from Eye-Catchers. Sheets are indexed for finding subjects easily. Eye-Catchers sell single prints of



any subject shown in the morgue for \$10.00. Use of 12 photos during a four-month period brings the price down to \$3.67 for each print. If you use 36 during a year, they're \$3.00 . . . and all over 36 a year are \$1.25 per print. Print purchases include reproduction rights and model releases.

☐ TENSALEX is the name of a plastictype paper introduced by The Sorg Paper Co., Middletown, Ohio. The unique sheet is a "plastic reinforced cellulose", ideal for hundreds of applications where toughness and flexibility are required. Both water and oil proof, Tensalex can easily be gummed, sewn, stitched. While it closely resembles cloth, the paper prints beautifully in any process. It comes in light, medium and heavy weights. Write to Sorg for samples.

(Continued on page 54)



This full-page advertisement has been seen by the readers of Time and of U.S. News & World Report

# ADVERTISING THAT HELPS YOU SELL

Mead Papers mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers unforgettable in the minds of your customers—all who buy and specify paper products—is the job being done through our national advertising. Remember, Mead Papers mean business for you.



# "THE ELDEST IS ALWAYS CALLED 'PERCY', DEAR"

by D. B. Mahoney,

Advertising Manager, Frank W. Horner, Ltd., Montreal, Canada

This saga begins in Merrie England the time of a certain citizen named Saint George. He of dragon fame.

You probably recall the rep. he worked up whomping across the country after those fire-breathing green jobs. And maybe you figure he was some shakes.

Well, a lot of other knights were real annoyed with old St. Geo. For once his capers hit the trade press, life became very rough indeed for Lancelot, Gawain, et al.

Instead of lounging around in the sack, they had to scorch out and bag dragons. No more time for spinning didoes to fair damsels. George had set the pattern; a tradition arose, and no one could risk the label of non-conformist.

"The eldest is always called Percy, dear." Traditions, once ingrained, long endure.

## What No Thrombocytopenia?

Frank W. Horner Limited doesn't hold with conformity in approaching its market. We believe that doctors are men and then medical men, in that order. That they don their shoes one foot at a time like everybody else.

This is not the traditional concept.

We feel that too many advertisers pussyfoot when plying a professional group by mail. They shackle appeal and sparkle by dosing the reader in the jargon of his trade. They court mediocrity by slavish submission to this fetish: "A professional man is offended by mailings that don't get down to his business at once in his own special language." To us this has the Percy ring.

Horner views the physician as a flesh and blood human with emotions. We consider his professionalism a mantle superimposed long after basic behaviour patterns have become instilled. To us he is a highly intelligent and perceptive specimen who is trying to grow old gracefully and to make a good living en route. His unusual way of life does not seal him off in an emotion-proof compartment.

When it rains he gets wet. He has kids and loves them. Reads the papers, fights with his wife, enjoys T.V., plays golf, worries about the atom. Likes jokes, animals, the smell of salt air, good books, art, music, and is as puzzled with the riddle of life as we are. Dislikes stuffed shirts, puerility, his long hours, free loaders, and mountebanks. Is alone lots.

That's our working profile of the man who moves our merchandise by prescribing it for or recommending it to his patients. And he is the target for scores of competitors with the same idea. He is a middleman, receives no direct benefit from using our products. We must assail him visually and verbally to the point where he accepts, appreciates, and remembers a product until a patient arrives who needs it. This is the blueprint of target and aim so now to . . . invade a sound barrier.

Our target is hellishly busy. Beset by patients crying the blues. Misses sleep. Often skips lunch. Phone going off in his ear. Harrassed and harried,



2485 Parrier Street Montreal 16 Canada



Author's Note:

Short days ago, this page was a pristine expanse of shimmering white space. It is being sullied by the following stream of 10 on 10 for just one good reason. That the editor believes my company has earned an anesthetic license from some 600 mail assaults on the Canadian physician. And that you might glean a few transferable "what to's" or vice versa therefrom.

Office of Hoseden R. Horner President

Dear Doctor:

High on the rim of Toronto's Varsity Stadium, I saw a dejected little figure raise his trumpet and blow "Taps". He was from Montreal. But one short hour later, he and the rest of our Alouette contingent joined the gay tribute to the incredible array of walking wounded who won the Grey Cup for Edmonton.

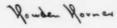
Some claim that grace under pressure is the quality that breeds sport legend...the ability to relax when the going gets tough. But I'll remember this national spectacle far more for the raw courage of your great Western team.

That cheerful assessin of Alcuette hopes, Jackie Parker, didn't run 90 yards on grace alone, - novocaine did his blocking. And there was amazing Eagle Keyes, - playing with a broken leg. Bernie "Houdini" Faloney doing his conjuring and kicking despite a crippled knee; Miles with cracked ribs. And all starred.

So I want to add my salute to you in Western Canada for the magnificent group of aportsmen you sent to Toronto. Much of the sting of defeat disappears when you lose to a bunch like that. It certainly was a wonderful thing for football in Canada.

Congratulations.

Sincerely.



the average doctor doesn't screech "whoopee" when the postman carts in a stack of mail. And it's usually a healthy pile.

We must wrench his mind from what it's on to where we want it to be. A fair challenge.

## The Common Ground

Horner believes this rapport can be best achieved by a piece that hits first at the human. One that erupts out of the pile with warmth, humour, whimsy, or pure crash. A rendering that plucks a nostalgic string. One that enlists the senses through association with well-known persons, places, sayings, objects,—visually and/or verbally. Having stirred an emotion we meet the reader on a ground common to both of us. Then lead him seductively to the commercial.

We cross him up by avoiding the cut-away kidneys, scratchboard hearts, and ponderous prose that make up so much of his pharmaceutical mail. Our technical story is held until he is hooked and ready to read.

# Setting The Theme

There's not much unique about how we decide art and copy appeals for any product. Wherever possible, we try to compress the main advantage to a word or phrase that will give the story continuity from one mailing to another. For instance:

FERMENTOL—a prescription vehicle to mask the taste of bitter or nauseating drugs. CODE WORD—Camouflage.

ART—a series of animals known for their ability to escape detection by protective coloration.

COPY—same idea as for art. Letter mailings can enlist wartime use of camouflage as leads. ALTERNATE CODE—Masquerade.

This gives us an unlimited range of situations and events to tell essentially the same story time over.

### The Corporate Spokesman

Horner uses a variety of physical formats, stocks, and colour combinations: Letters, circulars, blotters, post cards, self-mailers, and samples. Space doesn't permit a discourse on what type for what purpose, and why.

But one sacred cow with us is the

use of letter mailings from our corporate personality . . . the President. No enveloped unit ever goes without a letter. In Mr. Horner, we have a medium to remove the curse of bigness from our company. He talks to the profession via these letters in breezy, earthy style.

The format is invariably that of the floating general headline. A.I.D.A. to the close. Leads range from Genghis Khan to Tony Trabert . . . transition goes from general opening to specific product advantages. Technical talk is minimal but persuasive. Chatty stuff.

One recent one was a letter to physicians in the province of Alberta. Subject: The surprising victory of the Edmonton football team over the Montreal Club in the annual East-West Grey Cup game. Treatment: Congratulations to physicians for the courage of the team representing the West. No Commercial. Format: Mailed third class in ordinary Horner envelope. Results: Spontaneous letters from the three Horner salesmen in Alberta re-



porting: (1) Almost all physicians on whom they called mentioned receiving letter. Were impressed; (2) Letter posted on bulletin boards of all Edmonton hospitals; and (3) Letter published in Edmonton evening newspaper. Conclusion: Supports earlier contention that physicians respond to emotional appeals. Indicates fairly high readership index in a group that is supposed to be too busy to peruse its mail.

# The Postman Rings Nice

Horner mail must dress for its role. There's no place for bargain basement art or shoddy stock in our thinking. From envelope designs to small italic footnotes we lean on craftsmen all the way. Will go two colours on good stock rather than four on a questionable paper. Stretch colour values by tonal screens, split fountain, reverse, and superimposition. Put the savings into better art and paper.

Nor is copy scaled and specified by the office boy. Screaming, horsey, type can kill a piece. We buy the service of a fellow who knows how to use it.

The importance of that first impression never leaves us.

Horner has no tight formula for launching a new product. We determine the theme as described earlier then do some educated guessing on what formats we'll use and how often. Generally, we aim for a minimum initial campaign of eight mailings in six weeks. The story is hammered home by post cards for the quick reader, letters and circulars for the full story, and samples to let the doctor see and use what we're talking about. Sampling is by far the most efficient medium.

The units are readied and out they go,—whack, whack, whack. Concentration and continuity. Our salesmen hit simultaneously with the story in person.

Sometime during this six-week onslaught we hope the physician, our product, and a patient who needs it will come together. Following this cannonade, we shoot reminders at intervals throughout the year.

Then ready a new campaign and begin anew.

# Once Over Lightly

When a Horner product can stand humorous treatment, that's what it gets. There's tremendous range here if it's done properly with restraint and good taste. Cartoons, animals, limericks can educate painlessly and effectively. But they sure can lay omelets when they're forced.

Three of our items are getting this approach now. Each, of course, is not prescribed for a serious ailment. But tonics and vitamins can take the comical vein. Here's one illustration:

MALTLEVOL-12. A tonic containing vitamins and iron to pick up appetites.

THEME: "They'll eat their heads off."

ART: Cartoon self-mailers illustrating characters who were flops before taking Maltlevol-12. Wallflowers, lawyers, dancers, musicians, students. Head floats above body.

COPY: Limericks describe before and after. Also formula, desage, and some prose flavoured with puns from the pursuit of character illustrated.

Some pieces in this series are shown here. We had fun with them and so, we understand, did the doctors.

Sometimes we have to conjure up a springboard in the form of a trade character . . . to tell an old story forcefully and to personalize the product, Example:

INFANTOL: A vitamin supplement for kids from two weeks of age and up. Prevents deficiency diseases, rickets, scurvy, beriberi, etc. TRADE CHARACTER: A modified jack-in-thebox sporting an infant as the jack. TREATMENT: Cartoon style for post cards,

TREATMENT: Cartoon style for post cards, self-mailers, and circulars. The box stayed the same, but the jack went through costume changes. Cowboy, sailor, maestro, fencer, pirate, jockey.

COPY: Headline used play on words to link character's trade with an Infantol benefit. Same flavour in main copy body.

We believe this has done a real job for the product. Have also tried it on others.

# Photos & Copy

Thanks to David Ogilvy, we have extended a gimmick used in another field. Take a look at the four girls gagged with costumed evepatches on the opening page of this article. This stunt was enlisted for a fast post card series on a new dosage form of an older product.

There's no escaping some fairly tough terms in our business. Beta dimethylaminoethyl benzohydryl ether 8-chlorotheophyllinate is the name of one drug we hold dear.

We try to soften the polysyllabic blow of these words by seeking out short ones to go with them. We use sentence fragments,—terse, telegraphic style. Coin words for the long ones and shove them into footnotes. Anything we can do to make our copy easier and more enjoyable to read helps our sales.

Here is the spot for a "30." Hope you've found an idea or two in this torrent. And do give a thought to *Percy* now and then.

# MORE THAN 5,000 TOP EXECUTIVES ASKED FOR A COPY OF THIS IMPORTANT BOOKLET...

Wider Horizons with Mechanized Mailing

For the First Time, a Thorough Study of Today's Revolutionary New Mailing Method Showing How Mailers Large and Small Are Profiting by Mechanization

Timely Discussion of Pressing Problems How to Cut Costs, Reduce Overhead . . . Build Sales, Boost Profits





# INSERTING & MAILING MACHINE

Cuts Costs 80%

Gathers and Stuffs 1 to 8 Enclosures

Seals • Meters Postage or Prints Indicia Counts • Stacks

Large and Small Mailers profit when a High-Speed Machine replaces costly hand workers

### WIDER USE OF THE MAILS

Fast action to meet competition, price changes, new marketing conditions; closer cooperation with retailers, jobbers, selling agents: test mailings, etc.

### **NEW-FOUND EASE**

Elimination of personnel problems and part-time or temporary help, robbing other departments to get out mailings; savings in supervisory and executive time.

### GREATER CONTROL

Smoother, easier control of inventories, lists, postage, coding, split mailings, and generally improved quality control.

### APPLICATION OF MECHANIZED MAILING

—by manufacturers, banks, publishers, mail-order sellers, department stores, credit retailers, welfare and non-profit organizations, insurance companies and others.

Individual

Firm

Address

### MULTIPLE USE THROUGHOUT THE ORGANIZATION

Application to all departments: billing, sales, advertising, public relations, stockholder division.

### WHO CAN PROFIT MOST

When does it pay to mechanize? How mechanization helps the "small" mailer. Application to specific problems.

the facts

# about Mechanized Mailing

Send our copy of Wider Horizons with Mechanized Mailing

City

INSERTING AND MAILING MACHINE CO.

PHILLIPSBURG, NEW JERSEY

.

State

BATHER DECIDENTS MARRIES MAND DESCRIPTIONS SERVICES NAMED MOSTAGE MONTHS GOVERN & STACES



# DIRECT MAIL'S GREAT OPPORTUNITY

Report of an interview by Lewis Kleid

-with S. Arthur (Red) Dembner of Newsweek

Reporter's Note: The Kleid interviews have proved very popular in the past here is another one. We think the last question and answer deserve to be studied carefully by everyone connected in any way with direct mail. In too many fields (especially in industrial and retail advertising) there seems to be a reluctance or fear to share knowledge. You'd be surprised how many times The Reporter is turned down on requests for "a story." Top management won't release direct mail facts for fear competitors will get too much "secret" information. They don't realize that competitors, if on their toes, know most of the "facts." Sharing knowledge would help everyone.

And here's an extra note for the few people who have criticized The Reporter for devoting too much space for the "big fellows" in direct mail rather than the small operators. We believe that most of the techniques or the "thinking" of the big fellows can be applied to the small or medium. So read these reports of big mailers with that thought in mind. We'll let Lew Kleid introduce Red Dembner.

# INTRODUCTION

Most men plan their retirement for age 65. "Red" Dembner was different. He decided to retire at the turning point of a young but full career that included production, copywriting and sales for ad agencies and publishers. At

age 32 he resigned from Time Incorporated to revisit on his own time and at his own expense some of the 26 foreign countries which he had toured as a Captain in the Air Force during the war years.

Upon return from retirement two years ago, RED launched a whirlwind direct mail campaign to land a new position and went to work for Newsweek.

The advent of a brand new baby and the responsibilities of directing Newsweek's Circulation Promotion Department dissipated all further thoughts of early retirement. RED now hopes for science to solve some of the problems of geriatrics so that he can enjoy the fruits of his labors when he reaches 70.

# **QUESTIONS & ANSWERS**

# Q. What is Newsweek's circulation?

A. With the January 3rd issue of 1955, Newsweek will guarantee an average circulation of 1,000,000.

Actually, this mark was reached during the first six months of 1954. The U. S. edition of Newsweek is printed simultaneously in Dayton and Los Angeles. Foreign editions with their additional circulation are printed in Tokyo and Paris.

# Q. What is the composition of Newsweek's circulation department, and what is your special area of interest?

A. F. E. Davis, Circulation Manager, is responsible for overall direction of newsstand, subscription agency, educational and direct mail sales in addition to fulfillment. The majority of Newsweek's circulation is sold by mail, and my special job is to use direct mail effectively to get new subscriptions and renewals.

# Q. How do you go about creating new offers and new copy ideas for your direct mail?

A. All Newsweek promotion activity, both circulation and advertising, is under the direction and supervision of Arthur Stein, Newsweek's Director of Sales Development. Most of the ideas are created by the conference method with the Circulation Department's artists and writers. For instance, one (Continued on page 23)



Mr. Postage Saver Says:

# Get off the beaten path

Yes, Sir!! Be bold! Try something different. Investigate Onion Skin for some of your direct mail pieces. Try Millers Falls Cockle Finish Onion Skin...a 25% cotton fibre paper. You'll like the classy feel and appearance.

It's terrific for ad reprints. Why? Well, there's no sense paying the postage bill for a heavy sheet of paper when a lightweight will do the trick and in addition give you that extra eye appeal and attention getting value... no sense paying for two-side printing capacity, when all you may need is one.

And did you know that you can put as many as 11 sheets of 8½" x 11" nine pound Onion Skin

in a #10 envelope and still be within the 3¢ limit?

So next time you're reprinting a retail page from a newspaper, or a product ad from a magazine, consider lightweight, cockle finish Onion Skin by Millers Falls. Rides free as an envelope stuffer. Available in white and six colors in two weights... 7½ and 9 pound. Sample book on request. Write on your business letterhead or use the coupon on the other side of this page. We'll also send you a little booklet we've just published, "A One Lesson Course on Onion Skin." It's something your printer will appreciate having ... something you'll need if you're going to use Onion Skin to best advantage.

# Millers Falls Paper Company

Nation's First Manufacturer of 25% Cotton Content Onion Skin

Millers Falls, Massachusetts

# Get acquainted with Millers Falls paper merchants

Yes, get acquainted with the merchant nearest you. He's more than happy to answer questions, supply you with samples and dummies, consult with your printer. Call him now. He's just a phone call away.

Milleraft Paper Co., HE 3138

ALBANY, N. Y. Hudson Valley Paper Co., Tel. 4-9135

ATLANTA, GA. Sioan Paper Co., WA 0653

BALTIMORE, MB. Baxter Raper Co., LE 7785 Bradley-Resse Co., PL 2-6129 J. Francis Hock & Co., PL 2-1057 Henry D. Mentzel & Co., SA 7-3824 Paper Supply Co., MU 5-6776

BOSTON, MASS.
Century Paper Co., HU 2-2505
Cook-Vivian-Lindenmeyr Co.,
Li 2-1885
John Carter & Co., CN 2-5000

CHARLOTTE, N. C. Caskie Paper Co., Tel. 2-5168

CHICAGO, ILL. Allen Paper Co., FR 2-2468 Berkshire Papers, Inc., CH 3-5100 Graham Paper Co., AN 3-0755

Chatfield Paper Corp., MU 2600

CONCORD, N. H.
John Carter & Co., CA 5-5545
G. M. Rice Paper Co., Tel. 4270

BALLAS, TEXAS Graham Paper Co., RA 7238

DAYTON, 0010 Jack Walkup Paper Co., HE 5858

Graham Paper Co., TA 6251

Pratt Paper Co., Tel. 4-4241

DETROIT, MICH.

EL PASO, TEXAS Graham Paper Co., Tel. 2-6573

EMERYVILLE, CALIF.
Zellerbach Paper Co., QL 3-1481

ERIE, PA. Dake Paper Co., Tel. 2-5280

FORT WAYNE, IMB. Millcraft Paper Co., AN 2117

FRESHO, CALIF.
Zellerbach Paper Co., Tel. 3-7201

HARRISBURG, PA. Johnson, Keffer & Troute, Tel. 8-8287

HARTFORE, COMM.
John Carter (1 Co., JA 7-8109
Henry Lindonmeyr & Sons, Tel. 2-3167
Rourke-Ene Paper Co., JA 2-8215

HOUSTON, TEXAS Graham Paper Co., CA 6303

JACKSON, MISS. Graham Paper Co., Tel. 3-4959

IAMESTOWN, N. Y. Millcraft Paper Co., Tel. 7-944

LONDON, CANADA Fine Papers London Ltd., Tel. 2-7138

LOS ANGELES, CALIF. Zeilerbach Paper Co., AN 5252

LYNCHBURG, VA. Caskie Paper Co., Tel. 3-1395

MINNEAPOLIS, MINN. Graham Paper Co., GE 3335 General Paper Corp., AT 2421 Wilcox-Mosher-Legholm Co., GE 3383

MASHVILLE, TENN. Graham Paper Co., Tel. 6-8116

Wanam Paper Co., 1913ne 17/22

HEW YORK CITY

American Paper Exports, MU 2-4944

F. W. Anderson & Co., CD 7-2060

H. P. Anderson & Co., CD 7-2060

H. P. Andraws Co., GR 7-3070

Beekman Paper Co., AL 5-4200

Duplicating Papers, Inc., OR 5-1717

M. M. Elish Co., CD 7-8477

Forest Paper Co., WA 4-1400

Henry Lindonneyr & Sons, EX 2-4400

Hillcrest Paper Co., WA 5-4833

Lathrop Vandewater Paper Co., WO 5-0200

Maisstic Paper Corp., CA 6-1475

Mo 6-0200 Majastic Paper Corp., CA 6-1475 Millton Paper Co., WA 9-6721 Mis Paper Co., WA 4-1970 John F. Sarie Co., BE 3-5060 Steiner Paper Corp., WO 2-0551 Willmann Paper Co. WA 7-1121 Wilmfeld Paper Corp., BA 7-3264

GRIANDMA CITY, OKLA. Graham Paper Co., RE 9-2538

PHILADELPHIA, PA.

PITTSBURGH, PA. Chatfield & Woods Co., HU 1-2800

PORTLAND, MAINE C. M. Rice Paper Co., Tel. 3-2977

PROVIDENCE, B. I.
John Carter & Co., GA 1-0335
Narragansett Paper Co., GA 1-4221
Providence Paper Co., GA 1-7600

PORTLAND, OREGON Zellerbach Paper Co., AT 6311

RICHMOND, VA. Virginia Paper Co., Tel. 3-8424

ROCHESTER, N. Y. Hubbs & Howe Co., GL 8052

SACRAMENTO, CALIF.
Zellerbach Paper Co., GI 2-8671

ST. LOUIS, MO. Graham Paper Co., MA 1-3355

SALT LAKE CITY, UTAN Zeilerbach Paper Co., Tel. 7-5406

SAN FRANCISCO, CALIF. Zellerbach Paper Co., EX 2-1631

SAN JOSE, CALIF. Zellerbach Paper Co., CY 3-4092

Zellerbach Paper Co., LA 7008

SPOKANE, WASH. Zellerbach Paper Co., MA 2377

SPRINGFIELD, MASS.
Rourke-Eno Paper Co., RE 7-4737
Whitney-Anderson Paper Co.,
RE 3-3196

STOCKTON, CALIF. Zellerbach Paper Co., HO 6-6744

SYRACUSE, M. Y.
J. & F. B. Garrett Co., Tel. 2-2361

TOLEDO, ONIO Milloraft Paper Co., AD 5159 TORONTO, CANADA Fine Papers Ltd., PL 8741 Grand & Toy Ltd., EM 4-6481

TROY, N. Y. Troy Paper Corp., AS 4-5810

WASHINGTON, D. C. R. P. Andrews Paper Co., LI 3-9100

WICHITA, KANS. Graham Paper Co., FO 3-1205

WILMINGTON, DEL. Schuylkill Paper Co., Tel. 4-7718

WORCESTER, MASS. Butler-Dearden Paper Service, Tel. 3-6331

# Millers Falls Paper Company



Send me samples and sample book of Millers Falls Onionskin ... all 3 finishes, please ... cockle, glazed and smooth.

And by all means, send the booklet entitled, "A One Lesson Course in Onionskin". I want to know more about how to handle this paper.





Interviewer Lewis Kleid

ORECT MAIL'S GREAT OPPORTUNITY
(Continued from page 20)

of the mailings we have used successfully has a teaser on the envelope "For Men to Whom Minutes Matter." We kicked this around in conference. Newsweek's circulation, as you know, is predominantly executives in business, industry, government and professions. These are men who must keep up with the news and its significance, despite enormous demands on their time. The headline "For the Man Who Makes the Most of Every Minute" sparked itself quickly.

Our copywriters suggested that in 24 hours you could fly around the world visiting important people in far away places, but that you would learn more about the behind the scenes news in these countries in just two hours with Newsweek. To illustrate the hours passing by we used watches, but the face of each watch contained a photograph of the place visited with the time of the visit indicated in white by the hands of the watch. The Newsweek sales pitch followed, the price was stated and we asked for the order.

In conference we talk about basic copy ideas — is it going to be a news approach, is it going to be a self-improvement letter, is it a "politics" letter, etc., etc. Before we do any writing we set up three or four different copy approaches, discuss them in the light of past performance — and then the creative people really get to work.

# Q. Do you use your most successful letters to all your lists or do you write special copy for special audiences?

A. Most of the mail order rental lists receive the basic letter we are mailing at that time.

There are notable exceptions. We find it desirable to do a special letter for the clergy, also pin-pointed copy for educators. Our former subscribers are another group which deserves a special effort. In the main, however, our general letters pull just as well as special efforts to selected lists.

# Q. How often do you change a successful letter?

A. We test our most successful basic letter against three or four new letters every season. If one of the new letters pulls better, we switch to that copy — and if it doesn't, we keep the old copy until we find something that will work better.

# Q. Is there any limit as to the number of pages that you can use in your subscription letters?

A. One page seems to be adequate in many of our renewal letters, but in trying to get new subscriptions we require a minimum of two pages to cover the necessary "sell." We frequently use three page letters.

I am sure, too, that if a copy idea required four or five pages for us to sell *Newsweek* adequately and it brought better results, we would use four, five or more pages.

# Q. What is the usual format of your mailing?

A. A letter of one or more pages, a pre-addressed business reply order card, a business reply envelope and a window envelope.

# Q. What about the use of salutation fill-ins — typewritten, penscript or otherwise?

A. I have no prejudice against personalization.

If well done, personalization can be effective. Time and costs have to be considered in relation to maintaining schedules and getting enough additional orders to justify the increased costs. For example, the matching problem would eliminate the use of automatic machine insertion, and this would create another time consuming, cost-increasing factor.

# Q. Have you found any advantage in one reproduction process over another for your letters (multigraphing, triple-head, offset or letterpress)?

A. It isn't really terribly important which process is used as long as the message looks as much like typewriting as possible. Multigraphing isn't feasible in our work because it doesn't lend itself on a cost basis to large quantity reproduction.

The offset process is usually our best bet because it can reproduce a fine quality halftone illustrated letterhead and a message simultaneously at lowest cost.

# Q. Why do you prefer a window envelope with a pre-addressed order card to a regular full-face addressed envelope and a plain order card?



Newsweek's 5. Arthur Dembner

A. One of the basic ideas in direct mail is that whatever makes ordering easier helps results. We believe the fact that the recipient doesn't have to write out his name and address makes ordering simpler. It also helps our fulfillment department because the typewriter or stencil addressing on the order cards is more legible than handwriting.

# Q. In recent years there has been a tendency to decorate the order card using simulated checks, safety paper, certificate borders, eagles, gold printing, IBM cards, etc. Do you find that these devices improve the effectiveness of your mailings?

A. We don't leave a stone unturned to find out if any of these is more effective. When we find something that pulls better than our existing best effort, we switch immediately to the improved approach.

# Q. Some mailers use high gloss coated stock for their order cards, expensive bond paper and cellophane window envelopes. Does the use of this expensive stock justify its extra cost?

A. Not necessarily. Some mailers do well by using the cheapest grades of paper and the cheapest reproduction methods purposely to achieve a "bargain" effect. Our efforts must necessarily reflect good taste because we appeal to business executives. After that, paper and manufacturing and reproduction processes are dictated by the copy idea and the copy theme.

# Q. You say that Newsweek is essentially interested in reaching business executives. Can you get enough names for this purpose by renting conventional mail order names?

A. Unfortunately, no. For our requirements we find it necessary to supplement these with compiled lists. Incidentally, size of lists is not the major criterion. Selective testing of defined segments of large lists where the list owner will break the list down often will salvage good names from an otherwise unsatisfactory large list.



# THE REPLY-O-LETTER "SET"

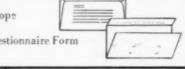
A letterhead with a "window". Carries its own reply form in a pocket behind the window. A window mailing envelope completes the "set." This combination of regular mailing units consistently produces 35% to 40% better results than ordinary letters.

# REPLY FORMS

There are 3 kinds...a reply card

... a vallet flap reply envelope

... or a Replyvelope Order or Questionnaire Form



# **REPLY-O-LETTER COST**

A Reply-O-Letter costs much less than a so-called personalized letter, yet, in its own way, Reply-O-Letter is a personalized letter. Cost is about the same as an ordinary multigraphed letter. A little more (½¢ to ¾¢) than a cheap printed letter. All statements based on "in-the-mail" costs including postage and labor.

The Reply-O-Letter is more economical. Cost per reply is substantially lower due to greater pulling power.

### WHO MAILS REPLY-O-LETTERS?

We are glad to ship to your mailing room or your letter shop for addressing and mailing operations. Or we will mail for you, if you wish.

# **USES FOR REPLY-O-LETTERS**

reply-o-let

For getting subscriptions and subscription renewals . . . securing inquiries for salesmen, distributors, dealers . . . selling products by mail . . raising funds by mail . . . questionnaires . . . cleaning and verifying mailing lists . . . dealer-imprint campaigns . . . in short, wherever a reply is desired.

# WHO USES REPLY-O-LETTER

Think of the top advertisers who use direct mail. Chances are they are Reply-O-Letter users. We average 100 jobs in work at all times. 80% are for regular customers, month in, month out—year in, year out. No other product or service in advertising has satisfied so many customers for so long a time.

# MINIMUM QUANTITY

We invite tests of 5,000 to 10,000 Reply-O-Letters from firms who, when satisfied with results, can then order in more substantial quantities. We respectfully discourage one-shot mailing efforts.

# COPYWRITING

We either write or edit copy, thereby sharing with our customers the responsibility for the success of the mailing. We submit layouts "on spec." There is no charge for copy and layout service.

write for FREE BOOKLET



The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy.

THE REPLY-0 PRODUCTS CO.
7 Central Park West
New York 23, N. Y.

Sales Offices: Boston • Chicago Cleveland • Detroit • Toronto Q. There is a great deal of concern among the mailers about the duplication factor. Are you doing anything with the names you use to prevent duplication among these lists and against your own subscription and expiration names?

A. To cross-check one list against another and against our own list would be terribly costly and time-consuming. And I don't know whether the cost of doing the job would be justified or desirable. A major factor is, of course, the annoyance to a subscriber in receiving an invitation to read a magazine which he is already getting. Some of our subscribers may be irritated by this but until new methods can be developed which will eliminate duplication, at high speed and low cost, we'll have to go along as at present.

# Q. How do you function with list brokers?

A. We feel that they are part of our team. We couldn't possibly do the job without them. Ten or more of these organizations are constantly scouring every list resource to bring to our attention names that might be profitable for our purposes. We take the brokers and compilers into our confidence and tell them of our objectives, tell them what we are driving for, and give them every chance to do a good job for us. We discuss performance and stress increased selectivity to help us all get more out of each list.

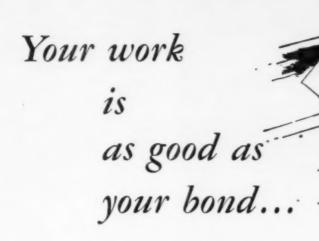
# Q. Red, where do you think the greatest opportunity rests for improvement in direct mail methods?

.

A. Unquestionably, in a freer exchange of ideas. The DMAA does a good job of bringing people together at conventions and in reporting successful case histories. One step further would be a freer exchange of ideas and information among people in similar or allied lines.

There are very few secrets in direct mail. It's just a matter of time if your name is decoyed on your competitor's list before you'll know what he is doing. It's a matter of "Give an idea — and get an idea." For instance; I see no objection to exchanging promotion letters, after they have been mailed, with some other magazine publisher. He may get something from our letter, and I might get something from his.

With list experiences particularly, publishers can effect improvements, advances and changes by exchanging information and working together. The same applies to copy techniques, offers and the whole panorama of creating and producing successful direct mail.



# Hamilton Bond

Here's the best Hamilton Bond we've made in 25 years of bondmaking. The white is our brightest, whitest white; the 11 colors have a sparkle that sets them apart. The watermark is *genuine*—formed inside the sheet, not pressed onto the finished product. That means a smooth, even surface that prints cleanly, clearly, without a trace of linting or fuzziness. Hamilton Bond is pre-conditioned at the mill to lie flat and feed well; then moisture-proof wrapped in the new gray-and-blue package.

In the hands of your customers, Hamilton Bond meets all tests. This paper shows off letterhead designs and printed messages to their best advantage, and takes typed characters crisply and clearly When it comes to folding endurance and tearing strength, Hamilton Bond is second to none. It erases cleanly, without smudging, and it stands up handsomely under heavy use.

Your work is as good as your bond. So work with Hamilton Bond—the bond that brings out the best in your work!

# HAMILTON PAPERS

W. C. HAMILTON & SONS • MIQUON, PA.
Offices in New York, Chicago, Los Angeles

HAMILTON BUSINESS PAPERS include Hamilton Bond, Hamilton Bond Script, Hamilton Ledger, Hamilton Mimeo Bond, Hamilton Duplicator.

# How To Build Acceptance For Your Direct Mail



M. A. Pollen,
Direct
Mail
Counselor

Reporter's Note: Here are some more words of wisdom from the typewriter of M. A. Pollen (counselor and teacher of direct mail), 30 W. 15th St., New York 11, N. Y. Mr. Pollen is usually controversial, as was his story in the January Reporter. This one is no exception. We think it will give you food for thought.

A million eyes look at an ad in a magazine because it is next to reading matter that informs or entertains . . . So most readers feel repaid for the half-minute of distraction from the article they have just been reading. In short, the magazine ad has gained acceptance in a person's mind—regardless of the actual response to the aditself

Now, what is the pay-off in reading a circular? Is it accepted with the same gace and good will? The answer is no! . . . The average person thinks that the circular is a mild nuisance, and that it intrudes on his privacy. He has a private mail box, and he resents it being stuffed with pamphlets and throw-aways. The resentment is often deep and unspoken. And the papers and magazines are making capital out of it. Of course this is a blind, selfish thing to do—because little does the press realize that it is undermining the effectiveness of all media.

But I think it is a waste of time arguing with the publishers. The thing to do is to reach for the source of the trouble—to reach the fellow at his private desk, and at his private mail box.

The thing to do is to borrow a leaf from the publishers and broadcasters themselves! These "big-hearted" people supply a barrel of fun, or news, or editorial matter that intrigues the

reader. We can do the same! Our direct advertising medium can offer the same pay-off... the same package of fun and information to anyone who takes the trouble to read the *first paragraph* in a sales letter or folder!

The sad story is that not enough of us take the trouble to buy acceptance, to buy readership in that first paragraph. How do we buy it?

# How To Buy Readership

We buy readership by offering to send a free sample, or kit, or a book of valuable information . . . Surely there's nothing new in that-and yet it is surprising how grudgingly such an offer is made in a sales solicitation. Now please don't confuse this with a sales pitch offering something free or at half price-on condition that the prospect must buy something else along with the free article. There are positively no conditions to the offer I have in mind. My point is that you must avoid any semblance of a sales pitch in the very beginning of the message-and that you must come right out with your generous give-away simply to break the ice for a later solicitation.

As one fisherman in Nevada, who is quoted in Holiday magazine, explains with a twinkle in his eye:-

"For the first 3 or 4 casts I throw the line in with just something on it for the fish to eat . . . No hooks, just fish food of a most delectable sort. That will show the fish we are on the level!"

And that's exactly the feeling we must carry over to the prospect—that we are on the level.

# The Wrong Concept

My point is that direct mail should primarily be used as a promotion tool—and not as an out-and-out selling tool. It is true that a couple of thousand gadgeteers, publishers, and fund raisers use this personal medium of ours for a quick sale and a quick dollar. So much so that the man in the street is

quick to associate any kind of a circular with the come-on "spiel" reminiscent of the Coney Island school of barking, pleading, and peddling snake-oil! If I'm not mistaken, it's the "peddler's voice" on paper that grates on the nerves of most people and generates the wrong concept of direct mail as an acceptable medium.

My opinion is that our "poor," helpless, billion-dollar Cinderella has a far nobler and bigger mission in life than to sell baby-books or baby-chicks on a return order-form—sight unseen!

My concept is that mail advertising, like any other reputable form of advertising, is a vehicle that carries a direct message to commerce, finance, and industry . . . that widens the channels of distribution . . . that contacts our customers . . . that backs up our salesmen with inquiries . . and that educates the consumer—at home or in the office—to a point where he or she may be considered at least half sold.

Now, to educate the consumer, we should be generous enough to offer to send him something for his own good—right in the first paragraph... We may use some such opening as this (if we sell, for example, a financial service):

Dear Mr. Taylor:

"I saved you a copy of the INVESTMENT PRIMER that you may have with our compliments . . . It's a handy volume of only 48 pages. But it is chockful of common sense and helpful advice for the little fellow who is afraid to "play" in the stock market.

"This little book is yours for the asking . . . It is yours whether you do business with us, or not. Believe me, it'll open your eyes to etc., etc., etc., etc., etc., etc., etc., etc., etc.

Similar free and eye-opening reading matter can be offered by a company that sells nursery stock, vitamins, beauty culture, furnaces, machines, airconditioning, electric blankets, life insurance, or what have you. There is hardly a product or a service sold in this country which doesn't call for educational pre-selling . . . There is a vast hunger for product information—and a vast ignorance of it among people who can afford to buy that product.

# Cause Of Buyer's Inertia

The inertia and the resistance that we attribute to the consumer or the trade is less due to timidity, doubt, or to lack of money. It is chiefly due to lack of information.

Consequently, it is our job to offer to send this information to the readers in the very first paragraph—and not to have him ask for it in the last paragraph!

The information that I have in mind would ordinarily come in a bound booklet—and not in a 2-page circular . . . It must be written from the point of view of the buyer, and not of the seller. It must relate the history and development of the product, and how the great need for it arose among certain groups of people. After that you can explain its benefits and uses, and its different models and prices.

In short, the booklet must be written objectively—and professionally. Seemingly it must have no ax to grind. It should be worth reading for its own sake—just as an article on a N. Y. Times business page is worth reading for its own sake, and for the sake of the helpful information that it brings to inquirers.

My guess is that not 10% of the sizeable plants and service organizations in the country offer to send a booklet of this type . . . And yet for less than half the salary they now pay a shipping clerk, they can buy the brains, paper, and ink to run off 2,000 forty-eight page booklets that will open the eyes of legitimate prospects, and stiffen the morale of disgruntled salesmen.

I think I've said enough to indicate how necessary, and how dirt-cheap it is to build acceptance for direct mail.

All we have to do is to offer to give away something by mail—that a Fuller Brush man gives away by hand!

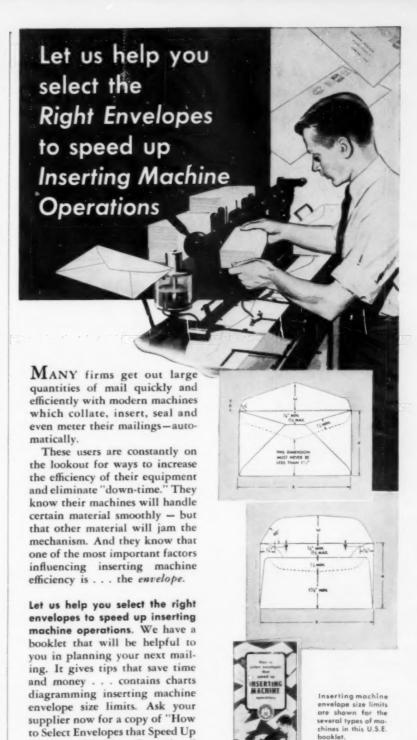
## Another Way To Build Acceptance

There's still another way to build acceptance for our much maligned medium. It is this: We must not only give information with no strings attached—but we can also ask for it, free of charge.

And the prospects are only too glad to give it—at least 30% of them are, if you enclose a 3 cent stamped envelope . . . Human beings like to give advice and information, if you ask for it. No matter if he owns a Cadillac or a wheelbarrow, the prospect will listen to you, if you plead for a little help! And what jobber, banker, or electronic chief doesn't need help nowadays—from the trade or consumer alike? What businessman cannot learn something from his own customers?

So here again a mail questionnaire is used as a tool of information. It builds good will between the buyer and seller. Therefore, it builds acceptance for direct mail.

What better tool do you need—if you are going to compete with publishers at their own game?



UNITED STATES ENVELOPE COMPANY



or write direct to

Inserting Machine Operations"

SPRINGFIELD 2, MASSACHUSETTS

15 Divisions from Coast to Coast

# YOU CAN'T SHOVEL SNOW WITH A PITCHFORK!

by T. K. Russell

Regional Sales Promotion Mgr., Minneapolis-Honeywell Regulator Co.

Reporter's Note: We heard about this story from Harry Beard of the J. B. Lippincott Co., E. Washington Sq., Philadelphia S, Pa. Harry has probably listened to more speeches on direct mail than any other person (except this reporter) and when he tipped us off that a talk before the Philadelphia Direct Mail Club was a "whale of a story" . . . Mr. Russell was immediately contacted. All readers of The Reporter should enjoy this case history by the regional sales promotion manager for Minneapolis-Honeywell Regulator Co., with offices at 3345 W. Hunting Park Ave., Philadelphia 32, Pa.

This field of advertising we till is a rather unglamorous one. Direct mail is usually referred to as an oafish country cousin. The mud on his shoes and the tobacco in his check make him unwelcome in some of the more polished circles and the tendency is to push him out behind the barn where he can do the chores. Generally, we don't brag about our relationship to this yokel at all.

But suddenly we awaken to the realization that this retarded relative may not be such a slob after all—in fact, good old uncle D. M.—Bless his heart—is often downright successful.

It develops that this guy's volume is exceeded by only one other, that being newspaper advertising. Maybe it's because our country uncle has been willing to get more mud on his shoes that he's been able to get so much ploughing done. After all, the advertising crop pays off only in terms of ground broken and markets cultivated.

Today, American business spends more than 1½ billion dollars yearly to advertise and sell by mail. Such a tremendous volume is indicative of something more than the simple common belief that direct mail advertising is easy or cheap. Why then does every Tom, Dick and Harry think that he

can turn the direct mail program over to the stenographer or the office boy? It takes a Pro. I'd like to tell you a story that might shed a little light on the subject:

# "The Superior Mousetrap"

Once upon a time a man invented an infinitely "superior" mousetrap. It was 8 times as sensitive as ordinary mousetraps; it was milder—much milder. It was made possible only through the magic of electronics; it was hydromatic, pressurized, had balljoint suspension, and came in four different models, including a hard-top convertible.

As I say, it was an infinitely superior mousetrap, developed after years of secret scientific research. So the inventor got the okay from Testing and Research and Design and Methods and Production and Time Study, gave the signal to the assembly line, and away they went.

As soon as things were humming along at the factory, the inventor went to an employment agency, and said: "I have invented the World's Best Mousetrap; but I am too





T. K. Russell

progressive to just wait for the world to beat a path to my door. Consequently, I wish to employ the world's best salesmen to tell people about my mousetrap."

So the man from the employment agency got on the phone and a half hour later the inventor took ten of the world's best salesmen back to the factory for a sales meeting. As the inventor and the salesmen got

As the inventor and the salesmen got back to the factory it started to snow. And it snowed and snowed all the rest of the day, as the sales meeting went on inside the factory.

But nobody noticed the snow. There were too many other things to think about. "Sell" the inventor said. "Hit that hot button! Sell the sizzle! More in '54! Every home is a prospect! Sell! Sell! Sell!"

And then he threw the door open and shouted: "Now get out there and sell!" And the salesmen were so inspired they rushed out to the door and . . . . . Plop! . . . so the inventor pulled them out of the snowdrift and said: "Don't worry, boys, I've got tools to help you through those snowdrifts . . ."

And handing each man a pitchfork, he spent the rest of the afternoon training the salesmen just how to use them . . . the grip, the follow-through, the backswing, everything, "Boy", he said, "Don't thank me, just get out there and start digging." The inventor leaned back in his swivel chair and waited for orders to start coming in . . .

and he waited . . . and he waited . . . and he waited.

And four months later a search party broke through the drifts and found the inventor and all the salesmen lying dead ina snowdrift not twenty yards from the factory. And inside the factory they found that all the people from Testing and Research and Design and Time Study and Production and all the workers had starved to death.

They also found 14,000 infinitely superior mousetraps, and a research report from an independent, impartial, scientific survey organization showing that more people, with more money with more mice in their homes, preferred the infinitely superior mousetrap to all other mousetraps.

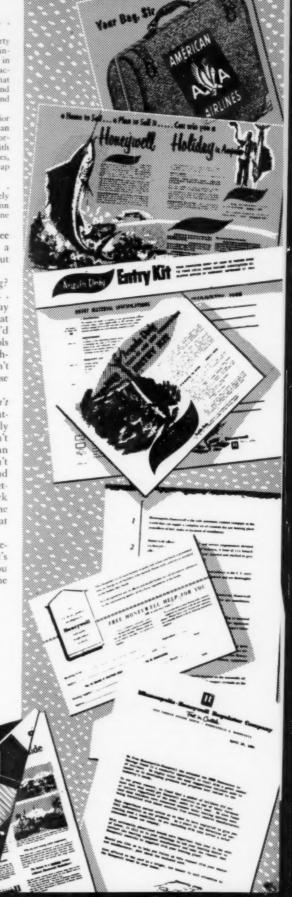
So, the inventor starved to death . . . the general public never got the infinitely superior mousetrap . . and some damn good pitchforks were wasted . . no one was happy but the mice.

Now . . . I think you will agree that this is a very sad story—for a number of reasons, I suspect. But what's the moral anyway?

What slipped? What went wrong? Our man had a better mousetrap . . . he had the best salesmen he could lay his hands on . . . he'd put on a great inspirational sales meeting . . . he'd given the salesmen the best tools money could buy, and still . . nothing happened. Why? Why hadn't they been able to get through those snowdrifts?

Well, it's very simple: You can't shovel snow with a pitchfork. No matter how skillfully or enthusiastically it's used . . . a pitchfork just won't shovel snow. You can train a man from here to eternity and it won't change this fact. Try it sometime and you'll soon see that you can do a better job if you throw the pitchfork away and use your bare hands. The wrong tool is worse than no tool at all

What then is the right tool? Sometimes it's a post card. Sometimes it's a 3 cent stamp. I'd like to show you a snowdrift and how we found the right shovel.



To melt a big sales-barrier "snowdrift," Minneapolis-Honeywell turned on the heat with a big merchandising contest for 14,000 home buildera . . . called the "Acapulco Derby." All builders had to do was show how successfully their houses were merchandised during National Home Week. Twenty-five winners were given a 10-day, all-expense fishing trip to Acapulco, Mexico. Home-office d.m. promotion included a big Entry Kit, rule book, registration form, etc. (above, right). Regional Honeywell promotion men staged local promotions . . . sending out mailings such as the picture of the suitcase with American Airlines' sticker shown at the top of the panel above. Another part of the big "snowshovel" included reprints of Electronic Moduflow ads in LIFE (Below): Each reprint featured a "Life Cover" portrait of a personality well-known to builders.

First, to clearly state our problem, I had better fill in some background. Probably every one of us feels that his business is the most complicated in existence. We, at Honeywell, are no exception to the rule. Aside from the fact that our products are of a technical nature:

- We manufacture approximately 9,000 different devices.
- We sell them to 50 or 60 different markets which are set up by interest-area or by industry rather than geographically.
- We sell through 10 major sales divisions, which in turn have 45 or 50 marketing sub-categories, and employ almost 1,000 salesmen.

# The "Better Mousetrap"

I think that perhaps the best way to document the point I am trying to make is to tell you a little about just one of these products and the way we found the right snow shovel. The particular mousetrap I choose to talk about is one called *Electronic Moduflow*—and the reason I chose it was that it had higher, widet, snowier, snowdrifts between it and the highway than practically any other product I've ever seen.

To go back a bit . . . Honeywell, during World War II, had done intensive research on the critical temperature control problems you run into when you take a plane from a simmering desert airfield and lift it in half an hour and less up to where it's 40 below. To cut the story short, we had to design equipment that would operate faster, more accurately, and more sensitively than ever been dreamed of before. This was the background that made it possible for us to design, about seven years ago, Electronic Moduflow, the first truly scientific control system ever made available for home heating, and the first significant advance in domestic temperature control since the invention of the thermostat.

It was expensive, about \$200 installed as compared to the \$12 thermostat it replaced-and we ourselves regarded it as , . . well there were two schools. One school regarded it as the Rolls Royce of temperature controls, but a Rolls Royce that would rapidly become the standard for the American home. The others thought of it more as a Flying Saucer . . . they saw it but they didn't quite believe it. At any rate, like the man in the fable we hired the best salesmen we could find, trained them, gave them a big shot in the arm, opened the factory door, and said, "Get out there and sell!"

But we were smarter than the inventor in the fable—we'd been through this before with hundreds of products—successfully, too. So we gave them tools before we ever sent them out. Yes, we had the booklets and the charts and the pitchforks and the banners and all the rest of it. And we really worked. We just about broke our backs selling, and promoting, and talking Electronic Moduflow.

We spent large sums of money on the tools to get through the drifts, surrounding Moduflow. And as a result, we had a degree of success. But, for some reason, Moduflow simply would not carry itself as all our other products had, once they were introduced and established. It didn't penetrate . . . it didn't break through . . . it simply did not catch on as we felt it should. There was something wrong with the tools. The "Aids" weren't aiding.

This was ridiculous! The world's best temperature control system—years ahead of its closest competition—electronic!—the inevitable control method for the future! It was: Eight times as sensitive as any other thermostat!; and had: Continuous control balance, too!; Stratification eliminated!; "Cooler" heat delivery! . . .

Everything was great . . . except for one thing: The Rolls Royce of temperature controls sold just like Rolls Royces sell.

One thing was obvious. We had a snowdrift a mile high between us and our customers, and our tools weren't getting through it.

### Taking A Critical Look

This was obvious, too—Electronic Moduflow was more than just an improved temperature control system. It was something entirely different. It must have been different because we were using exactly the same sales know-how and sales organization that had been successful in hundreds of new product introductions . . . but this time, they didn't work . . Was it the salesmen's fault? . . . Or something else?

Well, about two years ago we decided to take a good, hard critical look—a new look—a merchandising look at Moduflow. We got together with the people from Sales and Engineering and Marketing and Research, and we asked them: "What is the real, basic difference between Electronic Moduflow and ordinary control systems? What is there about it—what human needs does it serve?—That will make people want to pay \$200 for it? What have we got that



The three pieces shown here called builders' attention to merchandising help they would get via Moduflow ads in Life.

they want . . . and want two hundred bucks worth?

And a funny thing happened. Right before our eyes, Moduflow changed into an entirely different product—not a wire was touched, not a connection was shifted . . . and still, from a merchandising standpoint, Moduflow had been completely redesigned. From a mechanical, technical temperature regulator . . . to a glamorous, appealing home appliance.

As we threw aside all our previous ideas as to what Moduflow was and

why people would want it, three new ideas emerged.

First, the outdoor thermostat.
True, Mod-

The gate-fold piece at the right had die-cut eyes on the front, with tipped on plastic 'goggle' eyes showing through from the inside. The "130,000,-000 eyes" belong to Life read-

uflow had always had this extra thermostat outside the house. But the more we looked at it, the more it seemed as if here was the crystallization of what Moduflow really was. It was tangible, visible, and-above-all-simply evidence that Moduflow was the New Idea in Control. Here was an idea you could sink your teeth into.

The second idea was this: Electronic Moduflow was a revolutionary new concept of comfort. For over fifty years the control industry had been striving toward just one end . . . to design control equipment that would hold temperatures steady. But with Electronic Moduflow the temperature

in your home act u a l l y changes a s the weather outside changes . . . automatically.

Another gate-fold piece with die-cut eyes. This piece had a motion attachment which "opened" the eyes when the piece was opened. Each piece told builders "You'll be seeing more about Electronics in the home!"



Above is a double spread of an 11"x14" folder, showing pop-up face with die-cut eyes. Other pages sampled the Life ads.

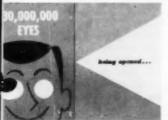
And the third new idea was this: The Electronic Idea. The Magic of Electronics, The romance of the new science that brought radio, television and sonar to the world. The same science that could fly a giant bomber without the touch of human hand, now gave you greater comfort in your home than you had ever dreamed of. Well, there it was—a brand new product—a new, exciting, useful, electronic product... a product with a story, with the romance of modern science, a product... with a great

to modern living.

S m all wonder our sales tools hadn't worked. Small won-

der our salesmen had been using their bare hands! We'd been telling the wrong story. We had been giving our men pitchforks instead of shovels.

And this, in our experience, at least, is the first principle in designing direct advertising that will really sell rather than hamper—MAKE SURE YOU'RE TELLING THE RIGHT STORY! Make sure you know what you're really selling. Look at your product inside and out, frontwards and backwards. Forget about why you want to sell it and concentrate on why people will want to buy it. Make sure you're telling the right story, because if you don't, all the tricky gimmicks



and gadgets, pop-ups and fold - outs, color and enamel stock in the world won't make a selling tool that

can really cut through snow. Well, by this time we at least had the raw materials for our sales tools. But, before we started designing them we decided to take a good look at the door and find out just what we were up against.

So we opened the door, and . . . yes, it was snow all right, and it was a mile high.

So we went out and took a look at the path, and found a very disheartening fact. Our sales organization was considerably less than enthusiastic about Electronic Moduflow. It was natural enough . . . they'd broken their backs—and in some cases their hearts—in a magnificent effort to build up sales volume—but success had always slipped out of their grasp. They didn't turn thumbs down exactly but . . Well, why go on chasing a will of the wisp when they had hundreds of other controls to pin their fortunes

And our wholesalers . . . well, they'd think it over. Not thumbs down maybe, but it amounted to the same thing. And the dealers . . . well, maybe not this bad, but they thought perhaps they'd just wait until the next time—or the time after that.

What was this, anyway? A superb product . . . the romance of electronics . . . a tremendous sales story . . . everything! And still the snow was a mile high.

Well, one thing was obvious . . . when we looked at Electronic Moduflow, we saw one thing. When our salesmen and our wholesalers and our dealers looked at, they saw something entirely different. They saw that they were being asked to replace a \$12 thermostat with a \$200 control system, and to break the habits of 50 years.

# Some Of The Snowdrifts:

Instead of seeing the romance of electronics, they saw the mystery and complexity of television and radar and sonar. Instead of selling furnaces, which they knew from burner to bonnet, the heating dealers were being asked to hitch their wagon to an electron, a thing you couldn't even see. They saw the pipe wrenches and tin snips they felt comfortable with being replaced by electronic gauges and meters.

And the heating wholesaler saw the stack of catalogs he sold from . . . hefty volumes filled with pipe and fittings and furnaces . . . All this against a more expensive kind of thermostat. Why brother?

Well, these were a few of the snowdrifts that surround our mousetrap factory. They were formidable, yes, but at least we knew they were snow-drifts and that we needed shovels to get through them—not pitchforks.

So we started hammering out the tools. We put everything we now knew about Moduflow into six small, non-technical, non-promotional booklets, and we designed these booklets so our salesman would want to use them. We unfrocked electronics, so to speak, and said that it was magic, all right, but a simple magic.

# The Need For A Package Plan

We pictorialized the need for Moduflow, putting it in terms of situations our customers—and our salesmen—were thoroughly familiar with. And again we went to great lengths to make this picture story, not what we wanted to tell, but what our salesmen wanted to tell. We built a story for the homeowner, about the points that would help our salesmen and dealers sell. There were stuffers and sample letters . . . ad mats . . . radio and TV scripts . . . giveaways . . . booklets which delved into every phase of Moduflow merchandising and selling . . .

And all this was fine . . . except for one thing. The tools looked more like teaspoons than they did like shovels. There was a powerful amount of digging power in them if you just could put them all together . . . into a plan and a package that the salesmen would be able to carry easily and use effectively. But separately, well they were too easy to drop or lose . . . it was still easier to shovel with your hands . . . and we knew what would happen . . . THE WASTEBASKET.

And this is the second important thing we learned about sales tools: they have to be designed for digging. And by this I simply mean they have to be designed to key with your particular sales situation. To put it even more simply, the salesmen have to like them. If the tools we provide them help sell the product, they'll use them; if they don't, they'll use their bare hands. So we took our teaspoons and beat them into shovels. Big, hefty shovels . . . three of them . . . shovels that would really throw snow.

One thing we knew, one swing of the shovel wouldn't get through our drifts, our salesmen couldn't do it with one usual sales call. So we packaged our sales aids for not one—but *three* sales calls, because our salesmen needed three calls, the drifts were that deep.

On the first call, our salesman went through the first presentation book

### TENSION TENSION RELIEVERS



"This is a custom job I had made at Tension . . . Their regular models are for letters!"

For high quality . . . jet-fast service . . .





Less than life a piece! BY DEXTER, recognized leaders in the field since 1932. Natural Color Post Cards made from your transparency or art work -- a must for direct mail advertising and sales promotion ---- For information, samples, brochure and price list write to: 7

POST CARD

274 MADISON AVENUE NEW YORK 16. N. Y.

A PREMIUM ADDITIVE FOR ACCURACY AND SERVICE

MAIL ORDER BUYERS

COMPILATIONS

Thousands of lists evailable by categorias such as: ELECTRONICS, GIFTS, HEALTH, HOME CRAFTS, HORTICULTURE, INDICATE, PHOTOGRAPHY, PREMIUMS, SELF-IMPROVEMENT, TECHNICAL, etc.

List built to your requirements. Also immediately available . . . 1,001 assemblies of Individuals and Firms from "A" (Accountants) to "2" (Zoologists). For rental and/or outright sale.

"LISTS & LISTINGS"

Our six-page newsletter and survey of the current list market. Send 10c for copy.

# WALTER DREY, Inc.

BROKERAGE . COMPILATIONS . RESEARCH

257 - 4th AVE., NEW YORK 10, N. Y. Telephone: Ollegon 4-7061 333 No. MICHIGAN AVE., CHICAGO 1, ILL. Telephone: Financial 6-4180 with the customer, page by page, and as he went through it he said: "Look, we've got a product in Electronic Moduflow that you can't afford to ignore. It's the most exciting thing to hit the heating trade in over 50 years. But the story is too big to tell in one call. See you next week." And there we left him hanging on the cliff.

ELOPES - SAOJAVA

ENVELOPES-TENSION

The next week we gave him the second package; again, too big-too important-to riffle through casually. Too impressive to throw away. And again we led him through the book-showed him the profit story, leafed through the testimonials. And then: "See you next week."

And the third week, the wrap-up ... the third presentation book ... riow Honeywell helps him "Get Into The Moduflow Business." And not until now had the salesman reached for his order pad. This was the main course . . . but we had all the trimmings, too. Display materials . . . dealers certificates . . . sales contests and a heavy Moduflow emphasis in our house organ, and all the rest of it.

Well, did we knock them dead with all this effort and thought and expense? No, we didn't. They were still more interested in furnaces than they were in controls.

But the orders started to come innot an avalanche, true; but a lot better than they had for years. It meant that our sales tools were getting through the drifts. Why? Simply because they were the tools the men needed-the tools they wanted to use.

# The Biggest Snowdrift:

But then we took one last look at the path and there it was: the biggest snowdrift of them all-The Home Builder.

The Home Builder . . . a barrier and an opportunity. A barrier because he represented an unknown quality. He was as mysterious to us as electronics had been to the heating dealer. We had never sold to him, because it didn't seem as if we had anything to sell he would want to buy. He got his controls with his heating plants. And an opportunity, too. We knew this much about the builders: There were about 60,000 of them, and among them were some of the hottest merchandisers you could find anywhere. Yes, the builders looked like the kind of people who would see in Electronic Moduflow what we saw in it. And the new homes-a million or more of them a year-represented the best showcase for Electronic Moduflow we could imagine. Tens of millions of people visited model homes

every year. If we could get Moduflow into these model homes . . . we were in business. There was no way around it . . . we had to get through the last drift.

So the sales department set up a new division to specialize in builder contracts, brought in a builder market manager to head it up, recruited or assigned men to this new division, and put them through a special intensive builder market school in Minneapolis. Then we spotted them in strategic locations all across the country, and said: "Your first job is to find out everything there is to know about this builder market. We'll supply the questions . . . you come back with the answers." Questions like this:

Where does the builder get money to build with?

What features do builders put in the homes they build?

Why: What are the new trends?

What do builders think about temperature control? Or don't they think about it at all?

And we found out a lot. A thermostat was something the heating contractor supplied with the furnace that went on the living room wall and spoiled the interior decorator's picture arrangements for the sample house. So we built another snowshovel. One that would introduce the builder to Electronic Moduflow by appealing to his merchandising interest.

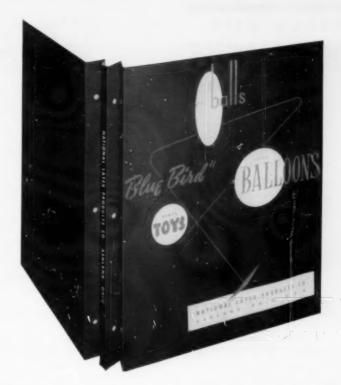
#### **Electrifying Direct Mail**

We started a direct mail campaign—we teased them about electronics in the home. Then we told them the public would be interested in electronics because we were going to tell a quarter of the nation's population about electronics in the home.

We began sending reprints of a 13 spread advertising campaign which we started running in *Life*, to each builder. In the ad and on the "Life Cover" was a picture of a man they knew either personally or by reputation as an outstanding merchandizer.

Then we turned the heat on to melt what ice might be left. We announced a Merchandising Contest—The Acapulco Derby—sponsored and run by Honeywell for the N.A.H.B. It got the builders interested in Honeywell and Moduflow without actually offering a product for sale.

It accomplished the end result by getting builders interested in their own merchandising contest. No hidden purchases—no jingles—no box tops. All he has to do is furnish evidence of



## EVERY PRINTING JOB THAT CALLS FOR AN ACCORDION FOLD CALLS FOR

## Buckeye Cover

THAT'S because of the scoring and folding quality of this famous cover stock, made of rags and finest purified wood pulp. Its toughness assures sharp scores without cracking, no fuzzing on the folds.

The new loose-leaf catalogue cover of National Latex Products Co., Ashland, Ohio, is a good example of the unbeatable combination of Buckeye Cover and fine printing craftsmanship.

Richland Printing Company of Mansfield, Ohio, chose 80 lb. Standard White Buckeye Cover, Antique finish, for this job, printed it by offset lithography in three colors — black background, red lettering, yellow panels.

In specifying Buckeye Cover for your catalogue, you can choose from standard white, the dramatic new Hi-White and 14 beautiful, clear colors, 4 weights, 9 finishes.

The score's in favor of Buckeye Cover, but that isn't all. Its printability by any method—letterpress, offset, gravure — is unexcelled. THE BECKETT PAPER CO. Makers of Good Paper in Hamilton, Ohio, since 1848.

#### GLEAN WITH

## LIMMICKS

GLIMMERING GIMMICKS OF DIE-CUT, PRINTED, PRESSURE SENSITIVE BACKED

#### MIRRO-BRITE

METALIZED PLASTIC

#### HIGHEST ATTENTION VALUE

IDEAL FOR TIP-ONS IN SPACE OR DIRECT MAIL ADVERTISING

PERFECT FOR NAME PLATES, LOGOS, EMBLEMS, TRADE MARKS

> WRITE FOR SAMPLES AND PRICES NOW!

allen hollander co. inc.

385 Gerard Ave., Dept. R-3, N. Y. 51, N. Y.

#### DIRECT MAIL AND MAIL ORDER

#### COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully indersed by a nation-wide clientele. Winner of two DMAA Best of industry Awards . . Dartnell Gold Medal . . editor of IMP, "the world's smallest house organ."

#### ORVILLE E. REED

106 N. STATE STREET HOWELL, MICHIGAN

#### Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

#### WILLIADI DI PROFT 27 Washington Pl., East Orange, N. J

#### KOREAN VETS

400M available by state \$15M on labels Also special Calif. Wealth List 150M 1500M College Students 200M Faculty 3000M Alumni

#### SELECT LIST CO.

6238 Wilshire Boulevard Los Angeles 48, Calif. WEbster 3-9168

how successfully his houses were merchandised during the National Home Week promotion. Twenty-five winners would be awarded a 10-day all-expense fishing trip to Acapulco. The big kick-off for this campaign was handled in advertising which appeared twice in Practical Builder, American Builder and House & Home. But after that, direct mail carried out the rest of the promotion. All of the Acapulco Derby mailings went direct to the 14,000 members of N.A.H.B., with a few exceptions\*:

First, an announcement consisting of the advertising insert, official rule book, double reply card and a cover letter-all in a special Derby mailing envelope. One half of reply card served as the builder's registration form and the other half informed the local association secretary of his registering.

The second mailing went to all local association officers with the same contents as above, plus a separate instruction folder.

The third mailing consisted of reprints of advertising appearing in various trade publications.

Then a reminder postcard illustrating the Honeywell "Hall of Fame" exhibit at the National Builders Show. This carried the suggestion that this year's winners will get the life-size full-color treatment in the 1955 exhibit.

#### Hitting The Local Market

At the same time, we Regional Promotion men were staging local Promotions to backup the Home Office mailings. I sent out a local 4 unit campaign here in this area where the market to that time had been particularly tough.

A. The first mailing was a picture of a suitcase with an Airline Sticker on it and a few words of copy.

B. Next we sent a baggage ticket marked to Acapulco.

C. Third we told them it wasn't any "bull." They'd see a real bull fight in Mexico City.

D. And fourth, we sent them a postcard from Acapulco through the cooperation of American Airlines, who carried them via their planes to Acapulco and mail them for

Official Entry Kits were mailed to local executive officers. Then, on the theory that a good story is worth telling twice, we sent a repeat of the first announcement to the N.A.H.B. members. Plus a similar follow-up mailing

\*See illustration on page 29



to local executive officers, who also received a small memento for their efforts on our behalf.

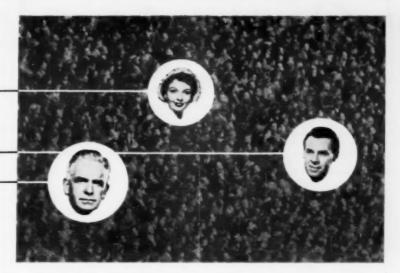
At this point, we realized that the girls in the local association offices were doing considerable work for us, too. So we sent each one a letter of appreciation along with a sterling silver pin in the form of a sailfish-a constant reminder of the Derby.

A follow-up to local executive officers contained instructions on how to judge contest entries, how to select judges, etc. and a reply card for reporting the winner's name to us. Next came a "last call" reminder to the builder sent as a free ride with a Life reprint. Mailing cartons were sent to local secretaries for forwarding their winning entry to national judging headquarters in New York. And finally, certificates were sent to the local associations for presentation. Actually that was not the final step. As postcontest promotion, we plugged the winners as a build-up for the "Hall of Fame" which went on exhibit in Chicago in January. We also mailed each winner a souvenir photo-album of his sojourn in Mexico.

As a result of this direct mail campaign, so many builder contacts have been made that more builders knew us in one year than in the entire 70 year history of our company.

And this was the third thing we learned about sales aids or direct mail ... you have to get them to the right people. And for us, with the particular mousetrap we were trying to sell, the builders were the right people. They had the vision, the merchandising outlook, and the ability to purchase in quantity that this revolutionary new product needed.

(Continued on page 36)



### SPOT YOUR CUSTOMERS WITH-

#### PLANNED CIRCULATION

Let unprejudiced experts screen the market for you! (We have no company-owned lists... no compiling service)... our time is your time and we'll spend it tracking down the best for you.

Get free advice on systems most efficient for you! (We don't sell list maintenance or mailing house services) . . . our experience is yours without charge.

Call on this completely independent list house . . . not affiliated with any company or organization. (No account is too small—or too large—for us to give you personalized service.)

Just ask us for screened lists to spot your customers—or tell us if you have a good list you want placed on the market!

#### PLANNED CIRCULATION

19 WEST 44 STREET-NEW YORK 36-N.Y. PHONE MURRAY HILL 7-4158

# Dersonalities IN THE NEWS-

LAWRENCE G. (Larry) CHAIT, immediate past president of the Direct Mail Advertising Assn., has resigned as director of list research at Time, Inc., to become director of sales planning and analysis for the Direct Mail Div. of R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. For the first six months, Larry will shuttle on weekends between New York and Detroit. Later on, headquarters for the new Polk dept. may be in New York (to put direct mail in stronger position with advertising agencies).

CHESTER R. MAXEY is another R. L. Polk news maker. He's recently been appointed vice-president in charge of manufacturing-production for their Direct Mail Div. He's been with Polk for 23 years. In his new position, he'll direct production at the Detroit headquarters as well as for branch plants in six other cities.

JIM O'DONNELL, an old friend of direct mail, has been appointed as the first full professor of advertising at the College of William & Mary, Richmond, Va. He's been supervisor of Business Training in Advertising at the Bernard M. Baruch School of Business at City College of New York, and also a visiting lecturer in the Retailing Dept. of Brooklyn College, Pace College and Walter Harvey Y. M. C. A. College in New York.

ALBERT F. WIKE has been named Addressograph-Multigraph Corp.'s Electronic Sales Manager. He'll handle the distribution and expansion of A-M's Electronic equipment and devices for business data writing. He'll make his headquarters in A-M's Cleveland, Ohio main offices.

FRED S. MALCOLM and ASHER H. ARON are two new vice-presidents at Davis, Delaney, Inc., New York printers. Both are active in sales work and have extensive backgrounds in the handling of pharmaceutical direct mail printing.











Chair

Max

Wike

Malcolm

Aron

MAX M. MILLER, formerly general manager of Grayson-Robinson Mail Order Co., R. H. Mill Mail Order Co., and Popular Club Plan, heads a new Mail Order and Specialty Selling Div. of Shaller-Rubin Co., New York agency.

JOHN A. WELLS has been named advertising director of Sharp & Dohme, Div. of Merck & Co., Inc. He joined the pharmaceutical house in 1953 as assistant to the advertising director. He has previously been Merck's merchandising and promotion director.

JOHN J. KAVANAUGH is new sales manager of the National Advertising Space Dept. of The Diamond Match Co. He'll make his headquarters in Diamond's New York offices, directing sales of match cover space.

ROBERT E. ROBISCHON has resigned as director of New York Dept. of Commerce publicity to join the executive staff of Selvage & Lee, New York. He won a number of awards while directing New York State publicity.

GEORGE B. VAN INWAGEN and VINCENT P. MALONEY are Dickie-Raymond, Inc copy men who have recently been promoted. Van Inwagen, member of the copy dept, for the past 236 years has been ramed supervisor of a newly created copy group at D-R's Boston headquarters. Maloney, Boston office copywriter since 1949, has been transferred to New York and upped to Dickie-Raymond account representative.

GERALD L. FREEMAN switches from Bozell & Jacobs, Inc., Omaha Advertising agency, to Keller-Crescent Co., Evansville, Ind. where he joins the Advertising Agency Div. as senior copywriter. Freeman's assignment is part of an overall expansion at Keller-Crescent.

ANDREW SCHMIDTH, art director for Sharpe & Dohme is still racking up art awards. His most recent award was the "Best of the Year" bronze medallion from the Printing Week Graphic Arts Exhibit, a two-week display of advertising art from the various Philadelphia firms. His winning entry was a direct mail booklet showing joints and muscles of the body, giving doctors a clear guide for making injections. His long string of other awards included first two prizes in the Art Directors Club of Philadelphia competition (design for booklet and direct mail pieces) and a 1953 DMAA "Best of Industry" award.

Many DMAA members will mourn the passing, January 30, of JAMES F. FOSTER, vice-president of Wm. J. Keller, Inc., printers and lithographers of Buffalo, N. Y. Jim was the life of the party on the trip to the S. D. Warren mills in Portland, following the DMAA convention in Boston. Only a few days before his death, this reporter received a jovial letter in which he said he was looking forward to the Chicago get-together.

YOU CAN'T SHOVEL SNOW WITH A PITCHFORK— (Continued from page 34)

And now something started to happen. The sun which had melted the builder drift was also widening the path in all the other drifts. The shoveling got easier. As more and more builders recognized the merchandising potential in the electronic home, they started calling the heating dealers and asking them, "How about this Moduflow? How much does it cost? Can you install it for me?"

And I don't have to tell you that this pressure downward that is starting to develop for Electronic Moduflow doesn't make us even slightly unhappy.

Well, there's still plenty of snow in the Moduflow path and more of it falls frequently, so the shovel hasn't had a chance to get rusty. Moduflow isn't anywhere near where we want it to go yet—in all of your homes, for example, but at least we're clearing the drifts with a shovel now, and not with a pitchfork.

I profoundly wish that I could have given you a pat, proven invincible formula for achieving excellence, brilliance, and pertinence in your direct mail. Unfortunately, I can't, because there is no such thing . . . or at least we haven't found it at Minneapolis-Honeywell.

We have however, found out that to be most effective . . . snow shovels (be they catalogs, price sheets, demonstrators or direct mail) must be continuously reassessed to make sure that they are capable of shoveling snow.

## AN ARGUMENT ABOUT NAMES

Reporter's Note: Leslie P. Guest of Alfred Allen Watts Ce., Inc., 740 Washington Ave., Belleville 9, N. J., submits an interesting letter about Paul Bringe's article which appeared in the January Reporter. The ideas of the former president of the Society of American Magicians are worth putting into the record. Does anyone else want to join in the argument?

Ref: "Who Buys Your Product" Paul Bringe, Page 30 1/55

A most interesting article, Henry, And further, I have great respect for the author, for his proved methods, also for his valuable Customer Mailing List.

I agree that in setting up prospect lists, it is extremely difficult to personalize the names, with any chance of reaching the individual instrumental in ordering your product. But I cannot understand why Mr. Bringe will

not even personalize his Customer List, even though he has been able to find out the individual name which should

go on the plate.

Every year I receive from 40 to 50 letters from regular customers asking why we have not sent them current mailings. This, in the face of the fact that we mail to our customer list at least 5 times a year, often 7 times. Accordingly we make every effort to personalize our lists, both customers and prospects. Most inquiries are signed, and for first listing we place that individual's name on the plate. Later we may see fit to change it for another individual—or, where necessary, send more than one mailing piece to the same firm.

Mailed Orders merit close scrutiny. They may be signed by the purchasing agent, but often the name of the individual requisitioning the material is given—and it is his name that we put on the plate. In other cases we discover that it is the purchasing agent that we must deal with at all times.

Where plates are not personalized, we find it is so important to identify the contents, so that mail clerk will

route the piece properly.

On our 1954 Catalog envelope we printed: "Please Route to Individual Addressed—or to your Treasurer, or Comptroller, or Office Manager". This proved quite effective, and we plan to use the same wording on our 1955 Catalog envelope. But in addition, the 1955 envelope will carry illustrations of many of our products.

It is my belief that many firms have hard luck with personalized plates, because they address as follows:

> Mr. John Jones c/o The Smith Mfg. Co. Little Falls, N. Y.

If Mr. Jones changes position, Form 3547 will come back with his new address, or with statement "No Longer Here" . . . but you will seldom learn if the firm has a new address.

On the other hand, if plate reads:

The Smith Mfg. Ce. Little Falls, N. Y. Att: Mr. John Jones

. . . then the envelope is usually delivered, and probably to Mr. Jones. If Mr. Jones is no longer there, the envelope is usually delivered to his successor, and in the case of an order, we are often given the new name, and requested to change our plate.

This is a most interesting subject, and perhaps more of your readers will send you their slant on "To Personalize" or "Not To Personalize".

Cordially, (Signed) Leslie P. Guest

## ORGANIZATION REPORT

A Monthly Roundup On Meetings And Activities Of Direct Mail Clubs
And Related Advertising Organizations From Coast To Coast.

#### CALIFORNIA

Southern California Advertising Agencies Assn. . . . is wrapping up final plans for their 5th Annual Conference to be held April 21 through 23 at the El Mira Hotel in Palm Springs. Theme will be: "New Techniques In Advertising." Featured speakers already set to appear are Dr. Ernest Dichter (Institute of Mass Motivations, N. Y.), and Dave Bascom (San Francisco agency man who'll speak on "Humor in Advertising"). SCAAA has a package plan for the conference. For information, write to them at 431 S. Western Ave., Los Angeles 5.

#### ILLINOIS

The Mail Advertising Club of Chicago . . is planning an all-day direct mail clinic to be open to the public on May 27th at the Palmer House. Clinic program is being lined up to supply information for both large and small mail users. William E. Geidt of Inland Steel Co., is general chairman. Registration fee and complete program will be announced later.

#### MASSACHUSETTS

Mail Selling Club of Boston . . . gave Jim Mosely (Mosely Mail Order List Service, Boston) a surprise testimonial party on February 3rd. It was his birthday and his 20th year in business. We liked the way Jim was really surprised. He was invited to make a formal speech at the club; but a moment or so after he got started with a well-prepared manuscript . . . the heckling started. After Jim was completely confused, Dana Danforth (the chairman) admitted the meeting had been called for other purposes. Jim was then presented with letters of good wishes from all over the country—all bound in a permanent gold-stamped volume.

#### OHIO

Advertising Federation of America . . . honored John D. Yeck (partner, Yeck & Yeck Advertising, Dayton) at their 5th District Conference by naming him Dayton, Ohio's "Advertising Man of The Year". 400 AFA 5th District delegates paid tribute to John at the conference held at Dayton's Biltmore Hotel on February 10-12. Elon Borton, national AFA president made the award for John's "voluntary service to the advertising profession and, as an advertising man, for his service to the people." He has been active in 15 different professional and civic organizations during the past year.



AFA president Elon Borton (left) congratulates John Yeck.

#### WASHINGTON, D. C.

Assn. of First Class Mail Users . . . is a new organization in the Capitol spear-heading a drive to preserve 3¢ postage rate for letter mail. Their goal is to recruit 1000 First Class Mail users in order to gather data and information necessary to present a first class case to prevent the letter rate from being boosted to 4¢. With Marcus R. Braun (Metropolitan Finance Corp., Kansas City, Mo.) as president, the association has 13 officers and directors. They have employed Harold C. Hagen as executive secretary. He's former Congressman from Minnesota who served on the House Post Office and Civil Service Committee. If you're interested in helping the cause, write to either Mr. Braun or Mr. Hagen at association headquarters: Congressional Hotel, Room 103, 300 New Jersey Ave., S. E., Washington, D. C.

Parcel Post Assn. . . . is also knee-deep in a nasty battle. They had their annual meeting in Chicago on January 12th. Members were in a fighting mood to protect the parcel post system against efforts of a powerful lobby to wreck it. New officers elected at the meeting were President: David W. Margulies, Damar Products, Inc., Newark, N. J.: Vice Presidents: John J. Robinson, Colony Hall Style Club, Cincinnati, O., and Edward A. Myers, Saltwater Farm, Inc., Dawariscotta, Me.: Treasurer: Jack McDonnell, The Epicures' Club, Elizabeth, N. J.: and Secretary: George W. Schaffer, C. W. Stuart Co., Newark, N. Y. Association's address is 925 15th St., N. W., Washington, D. C.

#### HOW TO COLLECT YOUR MAIL-ORDER ACCOUNTS . . .

The concerns listed below—along with hundreds of others—collect their slow and dangerously delinquent accounts via Arrow Service.

The method—kindly but firm putting on pressure as the system progresses—getting results where others fail.

The service reaches everywhere

the cost is low-straight commission basis—No Collection—
No Charge!

We'll be glad to send you the facts—and they'll prove interesting.

#### ARROW SERVICE

271 State St.,

Schenectady 5, N.Y.

-Among Those We Serve-Atlantic Advertising Co., Inc. • Miles Kimball • Hammond Map Co. • System Bible Co. • C. V. Mosby Co. • Hoff Condiments



#### H.S. CROCKER CO., INC.

SAM FRANCISCO, 720 Mission - LOS ANGELES, 2030 E. 7th CHICAGO, 350 N. Clork - NEW YORK, 100 Hudson BALTIMORE, 1600 S. Clinton



CUTS MAILING COSTS

Ten Hook-On Trays speed up printing, mimeographing, sorting, in-serting . . . keep things moving in the mail room. Write for folder Markel Metal Products Incorporated

Rochester 14, New York

## "Reed-able Copy"

A MONTHLY COPY CLINIC

Conducted by Orville Reed



I 'M FLABBERGASTED at the willingness of direct mail writers all over the country to share their knowledge with readers of this department. Shortly after the first of this series saw print, I got letters from far and wide—helpful letters, encouraging letters, letters proving beyond a question of doubt that successful people in this business are glad to share their knowledge with others.

Among those whose advice and comments will see the light of day in these columns in the months to come are such competent writers as famed Hillary Bailey (now a free lance direct mail writer) of Atlanta; M. A. Pollen (with a widespread direct mail writing reputation) of New York; Reid Webber (head of a thriving advertising agency) of Grand Rapids; Bob Stone of Chicago; Max Ross of Kansas City, and many, many others whose names I'll give you in future issues as their offerings appear here.

Thanks to one and all for your fine spirit of helpfulness.

#### Are YOU A "Problem-Solver"?

Many writers of direct mail develop a "problem-solver" complex. In the copy they write they claim to have the answer to production problems, sales problems, financing problems, and every other problem business is heir to.

How silly some of this copy must seem to the executive who receives it. Here he is worried about mounting production problems, increased labor costs, increased supervision costs, more expensive raw materials—everything going up. Then, along comes a letter from the problem-solver with a widget or a gadget which claims to "solve your production problem."

If you've got something to sell that will help one of these harrassed business men, tell him definitely what it will do, where it will do it, and how it will do it. He gets so many letters in the mail claiming this, that, or the other widget can solve his problems, that your problem-solving copy slides right off his mind. Most times it just isn't true that any one thing can solve any big problem in business.

Watch out! You might be developing into a problem-solver yourself. Have you looked over any of your copy lately? Does it claim too much to be believable?

#### Here's Copy That Moves

Congratulations to *Collier's* on some swell subscription copy. Note how this copy sells a prospect the idea that he gets more for his money, that *Collier's* is bigger than ever, and how the "special introductory offer" is handled:

"King size Collier's is winning new friends as fast as a rabbit gains relatives! Have you seen it yet?

"It has 50% more of everything—more novels and short stories, more cartoons, more pictures, more articles, more pages! I'm so sure you'll like it, too, that I'm hurrying to introduce this bigger, handsomer, and vastly more attractive new Collier's to you while I still can at this special introductory price."

Note how that copy moves along and carries you right along with it. Note "I'm hurrying to introduce." How much better than to say the special introductory price would expire on a certain date. Note how the "50% more of everything" is qualified by pointing out specifically what the reader gets—"more novels and short stories, etc."

Observe how this writer seems to sit down and talk to you, man to man, in one sentence: "I'm so sure you'll like it, too, that, etc."

Now contrast those opening sentences in the *Collier's* letter with the following, taken directly from a subscription letter sent out by a rival publisher:

"For the next 20 days you can obtain, through this very special offer, one of the world's really great magazines—the biggest saving we have ever offered."

Note the generalizations. Is a "very" special offer better than a "special"

offer? How about that word "obtain?" Why not "get?" How about the word "really" in the phrase "world's really great magazines?" It kind of takes the play away from the word "great", doesn't it? And how about "the big-gest saving we have ever offered?" Shouldn't it be "the biggest saving you have ever heard of?"

#### Finding The Best Appeal

Here's something to keep in mind when you're looking for an "appeal" on which to base a piece of direct mail copy. Robert Ruark, whose column appears in over 200 newspapers all over America, has this to say about what interests people:

"I believe that anything that makes me sad, glad, or mad, has the same effect on a lot of other people."

So put yourself in the other fellow's shoes. Figure out what would make you want the product or service you're writing about. If you find the appeal that will make you want it, it probably will make your prospects want

Maybe there are two or three things about the product that would make you want it. Test one appeal against another in a split mailing. You'll get the answer, but quick. No readership surveys are needed to determine whether a piece of copy goes over or not. When you tote up the orders or inquiries you have the answer as to whether a piece of direct mail copy is a success or a flop.

#### Watch Out For These

It's so easy to fall into slovenly writing habits. Are you guilty of referring to history as "past history?" All history is "past". Watch your redundancy. It slows up copy. Do you use "general consensus of opinion?" If it is a consensus of opinion, it's got to be "general". How about "quite unique", "square in shape", "few in number", and "almost invariably?"

#### A Good Reason

Somebody down at Trojan Luggage Co., of Memphis, Tennessee knows his direct mail copy. In making a "special price" appeal, the following copy appeared on a circular mailed by this company:

"YOU MADE IT POSSIBLE! by your wonderful acceptance of our Famous Clos-tite Footlockers, enabling us to create greater production, thereby permitting us to manufacture at a lower cost . . . and we are glad to pass this savings on to you!"

This writer has given good reasons why the price quoted is low.

If you own any of these Typewriters



## Auto-typist can turn it into

### an Automatic Typing Machine



Models for **Every Size Office** 

Six models are available to fit particular correspondence needs. The Auto-typist will turn any office typewriter into an automatic letter-writing instrument. It will enable a typist to turn out 100-125 averagesized letters a day per unit. One operator can easily handle four or five Auto-typist units.

Automatic typing will slash your office correspondence costs. With well over half of business letter volume falling into the routine category, the Auto-typist method of precomposed letters or paragraphs offers a definite saving to every cost-conscious organization.

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| 1 200   | City   | Zone | State |

#### How-to Stuff

Good direct mail is not written—it's rewritten. A best selling writer says that he sets down a paragraph on paper just to get it down. Then he rewrites the whole thing to put in stuff he left out the first time. Then he writes it again to take out stuff that doesn't belong. Then he writes the whole paragraph over the fourth time to make it read as though he just tossed it off.

I can't vouch for the methods used by writers of direct mail advertising, but I can give you my own methods for what they may be worth: I start by dumping my mind—putting down everything I can think about in connection with the proposition or product I hope to sell. Like the writer referred to above, I put it down just to get it down. What finally ends up a 1-page letter frequently starts out with 4 or 5 closely typewritten pages.

At that point I start the rewriting process . . . I polish, substitute one syllable words, where possible, for longer, more obscure words. I strike out adjectives and adverbs to speed up the tempo. I substitute active verbs for passive verbs, cut out dangling phrases. And when this distilled version has been typed off, many times I throw it away and start over.

Some direct mail writers think everything out in advance, and their first draft needs only slight polishing. Merral Fox of Baltimore is one of these. And his copy really sings.

How do you work? Others, whose working methods may not have jelled, will be interested. Tell me your methods. I'll pass this information along to readers of this department.

#### One Answer to the Eternal Question

There's one question popping up in direct mail and mail order more than any other. It is: "How long should a letter be?" Listen to what Mr. William F. Rehbock of Ray Do-Nut Co., Minneapolis, has to say on this subject, plus the general subject of direct mail writing:

"Personally I think that every newspaper page teaches direct mail letter writing. Every paper writes all stories on the inverted triangle. They tell the story in the least possible words in the headline of each article. Then the first paragraph tells you all the facts that you have to know. After that it is all detail. Each paragraph becomes less important so that the article can be cut several paragraphs to fit the available space.

"That is also true in writing a sales letter. I think most direct mail is opened and you read the headline and the first paragraph. If the letter is written right, the reader knows what the letter is about by the time he reads the first paragraph. If he is not interested it is O. K. to have the letter go into the wastebasket. If the reader is interested he will keep on reading as long as he remains interested. He wants complete details before he buys. So it does not make any difference if it takes two or three pages to give him the details. The important thing is to tell him what you will do to help him within 10 or 15 seconds. The average business man will only give you 10 to 15 seconds to decide if he wants to read your whole story. The same is true in reading a newspaper. We glance at the headlines. If we are interested we read the first paragraph. Then we decide if we are interested enough to want to read all the details "

Your comments on Mr. Rehbock's comments will be commented upon here in a later issue.

#### About Big Words

Fred Flynn of Might Directories, Ltd., Montreal, has a few choice and salty comments on the use of big words in direct mail copy:

"I can't say i agree 100% with those who claim big words make a reader or customer feel embarrassed and excluded. Sometimes big words may make a prospect or customer feel flattered to think they've been taken for Phi Beta Kappas.

"Reminds me of the time perhaps not too many years ago when a wealthy uncle of mine (he didn't leave me anything) once told me I was an 'unmitigated profilgate'. I went around with my head in the clouds for

## SCRIPTOMATIC

The only addressing system that prints directly from <u>card</u> masters to any type of material (envelopes, booklets, etc.)...or to a mailing tape.

#### ✓ CHECK THESE UNBEATABLE ADVANTAGES:

### ✓ CHEAPEST POSSIBLE ADDRESS MASTER



Paper, instead of metal or other stencil material.

Prepare at high speed with ordinary typewriter.

Eliminate duplicate lists.

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Any tabulating machine card can also serve as a Scriptomatic Master.

Scriptomatic masters can be made on continuous form cards, accounts receivable ledger, needle sort cards, etc., in any size and employing any amount of copy area.

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\*Readers Digest
\*Grit Publishing Co.

\*U. S. Navy

\*State Finance Co. U. S. Treasury Dept., Bureau of Distribution Concert Hall Society

(\*More than one Scriptamatic)

\*Journal of Living
\*Jackson & Perkins

\*Jackson & Perkins Lana Lobell

Hooper-Holmes Bureau Lewis Howe Co.

Tohuku Electric Power Co., Japan Lockheed Aircraft Corp.

Write for actual case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your specific procedures.

#### SCRIPTOMATIC INC.

300 North 11th Street, Philadelphia 7, Pa.

NOTE: Sales-Service organizations with nec essary experience and qualification are invited to discuss open territory

Scriptomatic\_

months and figured I'd get at least ten thousand dollars. It was only when the will was read that I realized he'd called me a

Which reminds us of a letter reported to have been received by a direct mail writer from a client for whom he had written a piece of copy. It read:

We received the advertising material you recently prepared for our firm, and we don't think it worth the fee you charged because we found a lot of words in it which we know ourselves

> Yours truly. I. Brown

#### A Matter Of Semantics

You might be interested in the following letter from Mr. M. A. Pollen, direct advertising writer of New York

"The only thing that you and I can possi-bly disagree on is the definition of the word 'techniques'—and on the increasing emphasis we tend to place on its daily use. I apply the word 'technique' to the form, the mechanics and devices used in a letter-not its substance.

For example, in your first installment you introduce two basic principles in sales writing. But they are not techniques. You urge writers (1) to make it easy for prospects to answer

a message, and (2) to establish the need for a product; before they dwell on its many benefits. Them's my sentiments, too, brother Reed-but they are not 'techniques'. They are basic principles in rhetoric-all equally good for a sermon, a love letter, or a sales pitch.

"I'll be only too glad to contribute to your column, when I have something to say, and the time to say it.

If you have anything on your chest about the "techniques" of direct mail or mail order writing, or basic principles, or rhetoric, how you go about writing a letter, ways to express an idea better . . . anything of a helpful or even critical nature that might, in the end, help readers write better copy . . . send it along. We'll toss it in the pot, let it simmer, and serve it up in future installments of REED-ALE COPY.

#### P. K. THOMAJAN STARTS IN APRIL:

Beginning with the April issue, The Reporter will publish the first of a new monthly series of copy gems, idea starters, puns and wit from the typewriter of noted copy stylist P. K. Thomajan. While P. K.'s offerings will be on the light side, they'll still contain a lot of food for thought for serious copywriters. The new series is titled "The Ginger Jar." Watch for it next month in The Reporter.



A good result from Direct Mail isn't necessarily the result. Maybe you should be doing better-getting more inquiries, more orders, making a bigger net profit. We'll be glad to put 33 years of specialized experience to work on the problem. Write today for free folder.

uckley Organization

Lincoln-Liberty Building Philadelphia 7

#### McGraw-Hill Publishing Company Inc

THE UNIVERSITY OF CHICAGO

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U.S. NEWS & WORLD REPORT

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AMERICA'S TOWN MEETING OF THE AIR

THE AMERICAN



Guarantee Results . . . ?

We wish we could - but no one can, of course. We do guarantee intelligent recommendations by our experienced executives, plus quick, efficient service.

Our clients settle for nothing less than the most successful results and they have been using MADDERN recommended lists for years. You'll want to use them, too, once you give them the fair test they

Yes, we have industrial lists to offer, as well as consumer lists of mail order buyers. Send the coupon for FREE details.

NATIONAL WILDLIFE FEDERATION

Miles Kimball Company

Cadillac Publishing Co., National Travel Club

The Journal of Commerce MODERN HANDCRAFT.inc.

> IF YOU OWN A LIST ... Let us tell you how our services can help you put it to more profitable use.

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- More responsive lists for our own use.
- ☐ How your services can help us increase profits from the use of our own list.

Company.

Address.

## "ALL-PURPOSE"



ALL-PURPOSE be cause they will AUTOMATICALLY ADJUST THEM'SELVES AND TIE TIGHT and light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from.

ALL-PURPOSE because they will handle all the ty-

ing problems in your office, mailroom and factory more efficiently than you believe possible.

ALL-PURPOSE because they use twines from 3 to 24 ply as well as tapes and braids.

ALL-PURPOSE because anyone can operate them efficiently. They are sturdily constructed to give long dependable service,

ALL-PURPOSE because these machines can be controlled by foot pedal trip or automatic trip.

LET FELINS CUT YOUR MAILING COST NOW.

MODEL F-6-J ILLUSTRATED. Send for prices and circulars.

## FELINS TYING MACHINE CO.



Sales come easier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout brioth. let 80b

Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:

AD SCRIBE 254 A North Canton, Ohio

WINNER 1954 "BEST OF INDUSTRY" AWARD

#### SALE INQUIRIES—HOW YOU CAN REAP MORE NOW BY DIRECT MAIL!

Use the proved HUMMEL SYSTEM! For direct mail copy that "talks" profitably, hire HUMMEL, the high man in direct mail advertising. Either inquire today, please . , . or send the data on what you sell. No obligation.

#### THE HUMMEL SYSTEM

1540 St. Clair Ave., Cleveland 14, O.



A close check on percentage return and average life of orders develops

## A New Method For Analyzing Results

by Boyce Morgan

Direct Mail Consulant

Reporter's Note: While in Washington recently, Boyce Morgan of Boyce Morgan Associates told us about a new analysis of his business, and how it caused him to change his 1955 mailing schedule. Maybe he ought to keep it a secret . . . but Boyce is kind hearted and doesn't hestitate to share his knowledge with others. He gave us the description and schedule which follows. Too many people base their analysis of direct mail results on percentage of returns . . . and do not compare the figures with percentage of renewal (or repeat) for each period. So read this re-port carefully. Boyce Morgan, in case you don't know, is a direct mail consultant at 1757 K St., N. W., Washington 6, D. C. He also conducts a year-round service for business firms to help them improve their business contacts by telephone.

Before planning our 1955 mailing schedule on "Better Business By Telephone," we charted the week-by-week and month-by-month returns on our mailings of the three previous years.

We also checked the cancellation rate on all orders received during each individual month since we started mailing. We wanted to find out if the time an order was received seemed to make any appreciable difference as far as its staying power was concerned. We thought there might also be a relationship between the ease of getting orders, and their life on our books.

As a result of these two studies, our 1955 mailing schedule doesn't look much like our mailing schedule for previous years. Formerly, our heaviest mailing months were August, September and October—as they are for many mailers who are aiming at a business audience. But this year, we'll be putting very little into the mails during those months . . . unless something happens to radically alter our present plans.

However, we'll be mailing heavily in May, June and early July—a season that is supposed to be unproductive. Here is a summary of our complete program, just as it was originally prepared in memo form:

#### Mailing Program for "Better Business By Telephone"

Based on percentage return of previous years' mailings and on average life of orders:

JANUARY: Mail moderately. Returns are good, but both January and February orders have shown high cancellation rate.

FEBRUARY: Mail lightly in early weeks. Returns are low and cancellations on February orders are high. Try heavy mailings toward end of month (haven't mailed in these weeks in other years) as March orders have best longevity record of all.

MARCH: Mail heavily. Should be our best month of the year.

APRIL: Mail lightly. Returns are only fair and April cancellations are high.

MAY: Mail heavily. Returns are excellent and cancellations average.

JUNE: Continue mailing in quantity. Returns are pretty good and orders hold very well.

JULY: Continue strong in first half, then cut down. The return drops in later weeks and August orders don't hold well.

AUGUST: Moderate mailings. Return is only fair. Life of orders not quite as good as average.

SEPTEMBER: Light mailings. Returns are low, and cancellations are abnormally high.

OCTOBER: Token mailings only. Return is worst of the year and cancellations are high average on October orders—worst of year on November.

NOVEMBER: Very low until last weeks, then step up to get December orders. DECEMBER: Mail heavily in early weeks; light when mailing for January orders.

This program, as you see, is so contrary to the usual direct mail calendar that it might seem risky to use it. But the story told by our own records is plain—and we'd rather be guided by those records than by direct mail tradition.

While most business mailers probably couldn't check the average life (and thus the ultimate value) of each month's orders as easily as we can, I think that a somewhat similar study might be very worth while for a great many mailers. Perhaps others would find that their results in recent years have been as far removed from the traditional pattern as ours have been.

# POST OFFICE COMMITTEES

If you want to write to your Senator or Congressman about postal rates or any other postal matters . . . here are the lineups of the new committees:

#### SENATE POST OFFICE COMMITTEE:

Chairman: Olin D. Johnston (S. C.)

#### Democrats:

Thomas C. Hennings, Jr. (Mo.) A. S. Mike Monroney (Okla.) Matthew M. Neeley (W. Va.) Richard Neuberger (Ore.) John O. Pastore (R. I.) W. Kerr Scott (N. C.)

#### Republicans:

Frank Carlson (Kans.) Clifford Case (N. J.) Carl Curtis (Nebr.) William E.\* Jenner (Ind.) William Langer (N. D.) Thomas F. Martin (Iowa)

#### HOUSE POST OFFICE COMMITTEE

Chairman: Tom Murray (Tenn.)

#### Democrats:

Hugh Q. Alexander (N. C.)
Frank M. Clark (Pa.)
James C. Davis (Ga.)
John Dowdy (Texas)
Dante B. Fascell (Fla.)
Joe M. Kilgore (Texas)
John Lesinski (Mich.)
James H. Morrison (La.)
John E. Moss (Calif.)
Gracie Pfost (Idaho)
George M. Rhodes (Pa.)
Edward J. Robeson, Jr. (Va.)
T. James Tumulty (N. J.)

#### Republicans:

Joel T. Broyhill (Va.)
Elford A. Cederberg (Mich.)
Robert J. Corbett (Pa.)
Robert J. Corbett (Pa.)
H. R. Gross (Iowa)
Charles S. Gubser (Calif.)
Cecil M. Harden (Ind.)
John E. Henderson (Ohio)
August E. Johansen (Mich.)
Edward H. Rees (Kans.)
Katharine St. George (N. Y.)



## Introducing ADVERCARDS

## Giant-size! Colorful! AS EXCITING AS A DAY AT THE CIRCUS

A new selection of jumbo mailing cards for advertisers who want inexpensive mailings and the advantages of color printing and professional art. Eighteen eye-catching border designs, pre-printed in brilliant color on 5 x 7, heavy, white card stock.

neavy, write card stock.

Direct mail users can imprint soles messages and announcements in oversize copy space, using any office duplicator.

AdverCards are designed, printed and sold by American Mail Advertising, 1954 winner of five national awards for creative mail advertising.

Write for Free Sample Kit and Price List

### American Mail Advertising

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NOSGOL

### GETTING TO KNOW YOU

IS IMPORTANT TO US . . so we'd like to send you our PRINTING & MAILING COST ESTI-MATOR.

of you buy printing or mailing services you'lle welcome this easy-to-use ESTIMATOR as one of the handlest, most worthwhile labor, money and time - savers on your desk.

Just say the word and we'll mail it to you . . . PRONTO!



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that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these 1,000 progressive commercial duplicators in promoting your industry.

A letter now will bring you a full description of

Write:

membership services. . . .

## MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway Detroit 35, Michigan



The period between May 16 and 23 will be "Mail Box Improvement Week".

This is being sponsored by the National Association of Postmasters and co-sponsored by the Direct Mail Advertising Assn. (See February Reporter, page 29, for story about liaison committee.) The new liaison committee held another meeting on February 11 in Washington, D. C., following the conclusion of the DMAA board meeting.

Permanent committees have now been appointed for both associations. For the NAPUS, Ralph P. Mayo (Postmaster, University of Richmond, Virginia) is chairman and will be assisted by Robert H. Schaffer (Acting Postmaster, New York, N. Y.) and Raymond V. McNamara (Postmaster, Haverhill, Mass.) who is president of NAPUS.

For the DMAA, Harry A. Porter

(Harris-Seybold Co., 2510 E. 71st St., Cleveland 5, Ohio) is chairman and will be assisted by Richard Messner (Marbridge Printing Co., 225 Varick St., New York 17, N. Y.), Edward N. Mayer, Jr. (James Gray, Inc., 216 E. 45th St., New York 17, N. Y.), Roland Bliss (Envelope Mfgrs. Assn. of America, 521 Fifth Ave., New York 17, N. Y.), May Vander Pyl (Advertising Letter Service, 2930 Jefferson East, Detroit 7, Mich.), Lawrence G. Chait (R. L. Polk & Co., 431 Howard St., Detroit 31, Mich.), T. V. Bihler (Journal of Commerce, 80 Varick St., New York 13, N. Y.), Roy Thompson (Sears Roebuck & Co., 4640 Roosevelt Blvd., Philadelphia 32, Pa.) and Henry Hoke (The Reporter of Direct Mail Advertising, Garden City, N. Y.)

All readers of *The Reporter* are urged to cooperate with their local Postmaster prior to and during week of May 16.

A Review of NIAA's

## HANDBOOK OF INDUSTRIAL DIRECT MAIL ADVERTISING

"The prime purpose of direct mail in the industrial field is to help salesmen do a better selling job . . . The job in industrial advertising is, generally speaking, to sell a product that will help the manufacture of another product, or to sell a service that will help make a plant or factory more efficient or less costly to operate."

... That, in a nutshell, is how industrial direct mail is defined in a big 64-page Handbook of Industrial Direct Mail Advertising recently published by the National Industrial Advertisers Assn., 1776 Broadway, New York 19, N. Y. The definition is part of NIAA's explanation for the purpose of the handbook.

With 12 compresensive sections, the book offers a myriad of information to help carry out the definition to its greatest effectiveness. The book is primarily aimed at people already established in the industrial advertising field, and is by no means a "text" book.

Rather, it is a well-organized trip through the huge industrial direct mail scene as it exists today. While newcomers might carefully study each section for overall background material, experienced hands in industrial direct mail will probably concentrate only on certain elements as likely primers for new ideas and marketing tips. It is that kind of a handbook—something worthwhile to offer everyone connected in any way with industrial marketing.

The whole idea for the book started back in 1952 when Arthur Tofte of Allis-Chalmers Co., was chairman of the NIAA Direct Mail Committee. The original idea was born then; but because of the complexities involved in profiling the complete industrial direct mail picture, the book didn't roll off the presses until three years later.

When H. C. (Hank) Henderson of McGraw-Hill Co., Inc., became chairman of the same NIAA committee in 1953, he picked up the ball and started the gears moving to get the handbook off the ground. Hank got his 17-man committee to start gathering material and doing research for the publication. The project mounted as time went on.

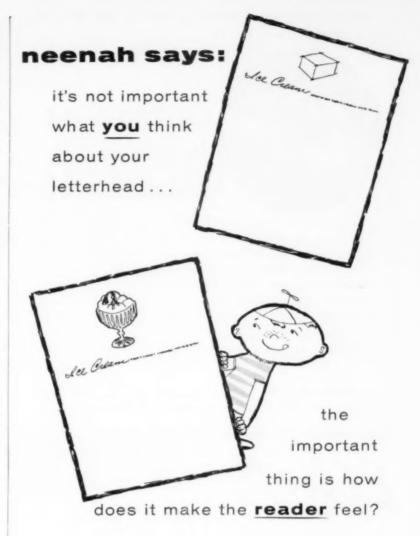
The final job of actually putting the manuscript together was turned over to Edward N. Mayer president of James Gray, Inc., New York, Sifting and adding information garnered from books, articles, reports, statistics, etc., Ed spliced the pieces together... adding his own experienced words here and there to tie the whole thing together.

The finished product is a powerful, well-aimed shot in the direction toward a more clear-cut understanding of what this often-confusing industrial direct mail business is all about. It would behoove industrial direct mail planners, producers — and above all, top management — to write to NIAA for a copy of the Handbook of Industrial Direct Mail Advertising.

Price is \$1.00 for NIAA members . . . \$5.00 for non-members.

If you do, though, don't expect the handbook to be a magic genie that will immediately solve any problem bothering its mailing master. For, as author Ed Mayer sums it up:

"Although this handbook won't plan your campaign, write your copy, compile your list, print your mailing piece, or even tell you whether you're using too much or too little direct mail, it should prove an excellent means of double checking the kind of direct mail job you are doing now and help you avoid pitfalls in the future."



For four years, the Neenah Paper Company conducted a nationwide poll to discover what businessmen liked and did not like about letterheads.

The results of this study summed up in the "Neenah Guide to Preferred Letterheads" will help you create a company letterhead that will be more appealing to those to whom you write.

For your free copy of this colorful, 32 page book, simply ask for one from your printer. He can obtain his copies from paper merchants handling Neenah Fine Business Papers.





ART WORK BY MAIL Plan, copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.

### CALIFORNIA



Wherever you are, I can give you personal service on the design and illustration of your mailing pieces. You will find it easy and convenient to work with me by mail. And should unusual questions arise, the long distance telephone is right beside my drawing board.

Why not write me a letter outlining what you need?

THE ANGELUS PRESS. Los Angeles, California asked me for an idea for A Christmas card. They liked the sketch I sent them by air mail and here is a miniareproduction of the finished piece. 4 colors offset, size 51/4"x16", single fold. I furnished color separation drawings ready for camera.

RAYMOND LUFKIN Plan, copy, design, illustrations and typography BY MAIL 124 West Clinton Avenue, Tenafly, New Jersey, ENglewood 3-4860

## Elliott

## **ADDRESSING MACHINES**

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39. Mass.

#### THE ASPIRIN PENCIL

Did you hear the response to th. 'Headache Pencil' mailing



The cleverest Direct Mail gadget I have seen in a heap of weeks. It really compels attention. I will be glad to send you a sample without charge or obligation. Just drop a note to:

Franklin C. Wertheim DIRECT MAIL CONSULTANT

179-15 Jamaica Avenue JAMAICA 32, N. Y.

The Man With The 'Modest Fees

#### addressing



#### IMPORTANT DATES

#### IN NEW YORK

Direct Mail Takes Over The Hotel Roosevelt . . .

Direct mail takes the center of the spotlight in New York next month ... with a whirlwind of activities. DMAA, MASA, NYSEC and other organizations will all be meeting during the same week in the interests of direct mail. The week begins on April 18th, so we suggest you mark these important dates down in your calendar.

April 18th: DMAA will hold the first of three Workshop Sessions at the Hotel Roosevelt in New York. This first session will be for fund raisers. An exchange of ideas and problems, chairmanned by Virginia Parsons, director of fund raising, N.Y. Tuberculosis & Health Assn.

April 19th: MASA, in cooperation with other organizations, takes over the Hotel Roosevelt for Direct Mail Day in New York. This will be an all-day meeting with some special events planned by the New York Sales Executives Club. For feature speaker at the noon luncheon, MASA has lined up Kenneth McFarland, educational director of the American Trucking Assn. and educational consultant to General Motors, We've heard Mr. Mc-Farland speak . . . and think he is without a doubt one of the best business speakers in the country today. Don't miss him! Write to Felix Tyroler of MASA (55 W. 42nd St., New York 36) for reservations now!

April 20th: DMAA's second workshop session at the Roosevelt will be devoted to selling books by mail. This will be the 2nd Annual Book Workshop under the direction of Gerald Hardy, advertising manager, Doubleday & Co., N. Y.

April 21st & 22nd: The 3rd Annal Circulation Workshop for circulation staffs will hold forth at the Roosevelt. This meeting has been expanded this year to include general, farm and business magazines. Chairman is Lucian Burnett, circulation manager, Curtis Publishing Co., Philadelphia. Lawrence Brettner, circulation promotion manager of American Aviation Publication, Washington, D. C., will handle business publications; and Harry Hardwick, circulation manager of *The Rural New Yorker* will preside over the farm magazines section.

General chairman for all three DMAA Workshop sessions is John Plank, Harvey Famous Name Comics, Inc., N. Y. For information, write to him c/o the DMAA, 381 4th Ave., New York 16, N. Y.

## SEED PROMOTIONS ARE GROWING

Packets of seeds, a popular give-away premium, are getting more and more play from direct mail users.

K. F. Stedman, manager of W. Atlee Burpee Company's Premium Dept. (Philadelphia 32, Pa.) reports that recent months have seen some important direct mail campaigns built around his product, flower seeds. Gulf Oil Co., Life magazine, and Pacific Coast Finance Co. are only a few of the many firms who seem to be making their direct mail efforts grow . . . with imprinted seed packets.

Mr. Stedman puts his finger on the direct mail success of seed promotions by pointing out the tremendous shift of population from the cities to the suburbs. Interest in gardening is increasing. Last year, the Saturday Evening Post had an article which counted 30,000,000 gardeners in the country, listing gardening as the nation's No. I hobby. "Personally," says Mr. Stedman, "I can think of nothing that can be used as a direct mail 'gimmick' that gives such high retail value that costs the advertiser so little."

Of course, Mr. Stedman might be prejudiced, but the cost breakdown he gives is a good one. 50,000 25¢ packets, for instance, costs only \$.0275 each. 50,000 brings the cost down to about \$.0225 each.

There are dozens of popular flower varieties available for direct mail premiums, but Mr. Stedman recommends either Snapdragons or Petunias because the seeds for these flowers are small and light. Postage is kept down and envelopes won't "bulk".

The full facilities of the Burpee Company are being thrown into direct mail premium development, says Mr. Stedman. They'll help any mailer plan a seed mailing program best suited to individual purposes.

In the near future, look's like seed premiums will be blossoming out in the mails.

## WILL BUY MAIL ORDER BUSINESSES

Have clients with capital, know-how, personnel and facilities to take over and operate additional mail order activities. Maybe yours is a family business and you are ready to retire. Maybe you have other good reasons for selling. Not interested unless your 1954 collections were at least \$50,000. Will buy inventory, lists, tradenames, etc. Will consider employing key personnel willing to move to new owner's location. Will not buy furniture, equipment, real estate. Write in confidence to Robert E. Daiger, Executive Vice President, VanSant, Dugdale, 15 E. Fayette Street, Baltimore 2, Md. We are a 4A advertising agency.



#### LETTERS with that FOLKSY Touch

Homey, human, down-to-earth letters talk the readers' language, and SELL! One series 28 years old. Write for circular,

"That Jellow Bott" a

#### THIS CROP ISN'T HAY!

Market Compilation & Research FARM LISTS have been carefully sifted — are all grain and we chaff — ready for your direct mail profit harvesting! Farmers and Ranchers by states and counties, income, etc., Farmers' and Ranchers' Wives-Farm Equipment, Implement, Fertilizer Dealers, Mfg. and Wholesalers, Farm Cooperatives and all other classifications in Farm field. To work this fertile field, contact your mailing list broker, or write direct to

MARKET COMPILATION & RESEARCH
"Largest Compilers in the West"
11834 Ventura Blvd., No. Hollywood, Cal.

## Postalgram

YOU GET ATTENTION!...
.. WHEN YOU MAIL A GIANT "POSTALGRAM"
TO YOUR MAILING LIST. THE POSTALGRAM IS
AN EYE-OPENIMG 12" X 18" — LARGER THAN
A DOUBLE-PAGE SPREAD OF THIS MAGAZINE.
SEND FOR SAMPLES AND PRICE LIST.

MAILGERAPH CO., INC. 39 WATER ST., NYC BOWLING GR 9-7777

#### **EDWARD W. OSANN**

Writer of Advertising Literature and Sales Letters Since 1910

175-35 88th Avenue, Jamaica 32, N. Y. Member: Direct Mail Advertising Ass'n. May I help you?

## A TWO-DECISION FORMULA\_F

| ITEM #          | Description                                       | Your<br>Answer | Method of<br>Computation  | Example<br>Computation                      | Example<br>Answer |
|-----------------|---|----------------|---|---|-------------------|
| Fact #1         | Number of Customers—<br>Year Before Last          |                | Consult Your Records  | -   | 1,000             |
| Fact #2         | Number of Same Customers<br>Last Year             |                | Consult Your Records  |   | 900               |
| Fact #3         | Customers Last Per Year                           |                | #1 Minus #2   | 1000<br>- 900<br>100                        | 100               |
| Decision<br>One | Number of Additional Customers<br>Desired         |                | Your Choice   | 100 old<br>150 new (15%)<br>250             | 250               |
| Fact #4         | Dollar Value of Average<br>Annual Billing         |                | Average your Annual<br>Sales for Past 10 or<br>Less Years           |   | \$200,000         |
| Fact #5         | Percentage of Profit on<br>Additional Billing     |                | Consult your Records<br>(or Double Your Average Profit After Taxes) | 7½%<br>x 2<br>15%                           | 15%               |
| Fact #6         | Average Annual Billing<br>per Customer            |                | #1 Divided into #4  | \$200<br>1,000 / \$200,000<br>200,000       | \$200             |
| Fact #7         | Average Annual Profit per<br>, 'ditional Customer |                | #6 Multiplied by #5   | \$200.00<br>x .15<br>\$ 30.00               | \$30              |
| Fact #8         | Average "Life" per Customer                       |                | #3 Divided into #1  | 100 / 1000<br>100                           | 10 Years          |
| Fact #9         | Total Dolfar Value per<br>Additional Customer     |                | #7 Multiplied by #8   | \$ 30.00 per year<br>x 10 years<br>\$300.00 | \$300             |
| Fact #10        | OBJECTIVE—Value of Additional Market              |                | #9 Multiplied by<br>Decision One                                    | \$300.00<br>x 250<br>\$75,000.00            | \$75,000          |
| Decision<br>Two | Budget for Attainment of Objective                |                | Your Choice   | 10% of #10<br>or<br>3 1/4 % of #4           | \$7,500           |

## FOR BUDGET PLANNING

by Robert A. Vander Pyl

Advertising Letter Service, Detroit.

Reporter's Note: The formula for planning a direct mail budget presented on these two pages is only part of a much-longer talk Bob Vander Pyl gave at Direct Mail Day in Detroit last month. Space doesn't permit printing all his thoughts and ideas on "Market Selection & Direct Mail Budget Planning"; but the boiled-down, two-decision formula outlined here may help you find out just how much you should be spending on direct mail. Using Bob's formula, record your own data on the chart on the opposite page . . . it will help guide your budget decisions. As part of the team of Advertising Letter Service, 2930 E. Jefferson, Detroit 7, Mich., Bob Vander Pyl is an experienced direct mail planner.



#### DECISION ONE:

To estimate your direct mail budget, you must first decide whether you want to: (1) maintain your sales at their present level; (2) let them decrease; or (3) have them increase. If you want them to increase—how much shall they be increased? You must know:

Fact No. 1: How many customers did you have on your books 2 years ago?

Fact No. 2: How many of these same customers were on your books last year?

Fact No. 3: How many customers do you lose each year?

Let's suppose, for instance, that you have estimated these facts as follows:

No. 1: 1,000 customers 2 years ago. No. 2: 900 same customers last year.

By subtracting Fact No. 2 from Fact No. 1, you find Fact No. 3, which is the number of customers you lose per year:

No. 3: 100 customers lost per year.

You are now ready to make Decision One. Let's suppose you'd like to increase your sales volume 15% over last year. This means you will have to add 250 new customers this year . . . 100 of which will replace those you'll lose in accordance with your past company history, and 150 new ones which will provide your 15% increase in volume.

#### **DECISION TWO:**

You are now ready to make Decision Two. How much are you willing to pay to accomplish this objective?

To make this decision you'll need to know seven additional facts:

Fact No. 4: How much is your average total annual billing?

Fact No. 5: What would be your percentage of profit after taxes—on additional income?\*

I'll estimate as follows:

No. 4: \$200,000.00 average billing per year. No. 5: 15% profit on added billing.

Fact No. 6: What is your average annual billing per customer?

You compute this by dividing Fact No. 1 into Fact No. 4:

#### \$200.00 1,000 \$200,000.00

On the basis of our estimates, this gives you an answer of \$200.00 or average annual billing per customer.

Fact No. 7: What is your average annual profit per added customer? Multiply Fact No. 6 by Fact No. 5:

\$200.00 × 15%

#### \$ 30.00

This gives you an answer of \$30.00 or average annual profit per added customer.

Fact No. 8: What is the average life per customer on your books? Divide Fact No. 3 into Fact No. 1:

### 100 1,000

This gives you the average life per customer on your books—which, in this case is 10 years,

\*Note: This would probably be double your average profit because your overhead will not be proportionately increased by higher volume. Fact No. 9: What is the total value of a new customer? Compute this by multiplying Fact No. 8 by Fact No 7:

10 years Total Value of x \$30.00 each new customer of \$300.00.

Fact No. 10: What is the value of your new market? Multiply Decision One by Fact No. 9:

#### 250 Customers × \$300.00 \$75.000.00

Thus, you arrive at your objective: the value of your increased market. You now have the necessary facts which will help you to make *Decision Two* and decide how much you are willing to invest towards gaining this market which is worth, in this example, \$75,000.

#### 334 PER SALES DOLLAR

Decision Two is up to you. I'm not going to advise anything because I don't know how close your figures are to those I have used. I will venture this much: this hypothetical business could easily afford to invest a dime towards earning a dollar. In which case it would spend \$7,500 to accomplish this objective of earning \$75,000. Or to put it another way, it could establish a direct mail budget of 334 ¢ out of each sales dollar.

So let's say that our Decision Two is \$7,500. After all, we're shooting for 250 new customers and if we're able to sell only 25 new customers out of 250 (or 10%) we at least get our investment back. All new customers more than 25 are clear profit.

# There's only One DICKIERAYMOND

DIRECT ADVERTISING and

SALES PROMOTION

for 34 Years

Planning Writing Production



521 FIFTH AVENUE NEW YORK

SHERATON BUILDING 470 ATLANTIC AVENUE BOSTON

In Lifesavers...and Direct Mail, too... it's the HOLE that makes the DIFFERENCE!



A lifesaver without its hale would be just another piece of candy. In direct mail, too, the hale in the letter adds a touch of individuality that separates it from other "look-alite" promotions . . . gets attention that means more results.

If direct mail is one of your problems, you'll want to know more about our kind of Sales Letter — with the built-in, pre-addressed reply card (or envelope) attached to the back of the letter. You'll want to see how it has helped leading companies boost responses, lower their cost-per-reply.

You'll be interested, too, in our one-stop service for creative printing and mailing that takes a load of direct mail details off your back.

Write for more information and samples of recent, successful promotions.



## My Mail Order Day

By Jared Abbeon

"When replying give inmate's full name and number—Clinton State Prison, Dannemora, New York."

Among the saddest pieces to be found in the mail are those letters from prisons in various states from men now serving their time who are eligible for parole if they can find a job. During the course of the business year we get quite a number of these letters. Sure wish we had jobs to give, but unfortunately we contract out almost all the work we possibly can due to the seasonal nature of the mail order business. I have always felt that these men who are now in prison are there for two reasons: Firstly, they have committed a crime against society for which they are now serving their time; Secondly, society has committed a crime against them in allowing them to become so warped in their outlook as to have turned to crime.

As a dues-paying member of this society of ours that turned them onto the wrong path, I feel somewhat responsible and wish that I might do something towards setting at least a small part of the score to rights. So you folks reading this column—when you get one of these letters and have a job to offer, remember there were two people who put that man in jail in the first place.

One amendment to the above: If they ever manage to convict some of these weasel-minded frauds who take money from hopele is incompetents under the guise of teaching them how to make a fortune in the Mail Order Business—then they should toss said weasel into durance vile for a long, long time—in fact they should just toss the crumb into jail and throw away the key.

The thrill that comes rarely just occurred: Sent out a news release yesterday on a new product. Figured the usual month or two delay until the magazines would pick up the story. Telephone just rang—one of the major news services asking for a few more facts on the item and also lots more information on our other products as they are considering running a feature about our setup.

Had a letter this AM from a hopeless amateur asking for details on a particular deal. Coincidence, while I was pondering the answer a phone call from an old experienced operator with a six figure customer list. He had tried a similar deal over Christmas. Results: he just filed bankruptcy papers. So this gives the answer to the new chum: "Don't try it. Even the smart boys can't get it to work."

However, if I know mail order men, both the old operator and the would-be-operator will try it again under a slightly different format. That's what I like about the folks in this game—they never say die. Who am I to talk about stale products. A hundred dollars business in the mail this month on one of our steady items. Nothing big, but I've sold over \$100,000 worth of this product over five years. The joker is that this product was kicking around for 27 years before I tried it with a new twist. The secret in this case was selecting the right lists.

A tip of the hat to Clark-O'Neill for their Paul Revering the alarm to Third Class users about that BULK RATE wording under the new regulations. Of course, anything that hurts Third Class hurts their business of addressing to Doctors, Nurses, Druggists etc. Still, if the lads who are going to be hurt don't yell-who is going to? It's way past time that some of the sensitive lads in Congress reared up on their hind legs and let the world know if the Post Offic is supposed to be a money making ousiness or a public service. If it's a business let's turn the thing back to Boyd's Dispatch and their old competitors who used to deliver the mail before it became a Govt. Monoply. I'll guarantee they get the Third Class back to a penny for the light stuff. Of course our old friends the newspaper publishers with their politician-figured rates will have to pay their legit part of the freight instead of pointing loud noises at the

If the P. O. is a public service then let's knock off all this twaddle about rates and who gets the short end of which and by what and to whom . . . and get a good set of economists and

public accountants to figure out just which parts of the service are just how valuable to the prosperity of the nation.

Odd thought: Any outfit sending out publicity that doesn't have a copy of The Gebbie Press House Magazine Directory on hand got rocks in their head. Did vou know there are over 100 house organs in this country with over 100,000 circulation each? Also, that most house organs are not deluged with propaganda at the rate of let us say the Shopping Section Editor of House Beautiful? Incidentally any of you house organ editors who read this column please put my name down on your list of recipients. Send the first copy care of the Reporter and I'll send you back my real name and address so as to speed delivery.

NO! NO! NO! To that caustic subscriber in Detroit I am not really Dorothy Dix.

CBS Radio sends in a neat promotional piece advertising their service to mail order outfits. Always wanted an item I could push via radio...but have never found one. When I do, I think I'll put \$50 on the nose for a minute of Iack Sterling's time, Sounds cheap—and I can't go far wrong.

Speaking of CBS, reminds me of NBC. Just ran a publicity release through for a client that involved some of their folks and it had to be cleared with NBC's Public Relations Department. Now a smooth working outfit is a joy to behold . . . and these folks at NBC certainly know their business. Just one little complaint . . . and I can't pin this rap on the folks running the department. How come it takes from 9:30 in the A. M. until 4:30 in the P. M. for a messenger to travel some 30 city blocks? Such is the penalty of bigness. The little guy at the end of the line can delay all the ponderous machinations of some 20 or 30 important folks. Old saw-A chain is no better than its weakest link. . . .

Will man's inhumanity to man never cease? A piece in from California, advertising loaded "Put" and "Take" tops. I quote "A man who walks around with a deck of cards and a pair of dice in his pockets is often looked upon as a professional gypartist trying to find a sucker to clip. The Spin-Win is looked upon as a harmless toy designed to give everybody a fair break. Its owner is never criticized." Okay, Brethren . . . don't

(Continued on page 53)

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

## CLASSIFIED ADVERTISING

#### ADDRESSING

FREE MAILING LISTS

Retailers - wholesalers - manufacturers
Banks - churches - institutions
and 350 other lists to choose from.
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

#### ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to REDUCE COSTS
Box 31, Reporter, Garden City, N. Y.
Garden City, New York

SPEEDAUMAT—Three line embossing—\$35.00 per M. Also "B" and "E" embossing—write for prices. Advertisers Addressing System, 703 No. 16th St., St. Louis, Mo.

#### ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

#### FOR SALE

IBM ELECTRIC TYPEWRITERS — All type faces—Pica, Elite, Executive. Rebuilt. More information from HARRY J. ABRAMS, 331 Emerson St. N. W. Washington 11, D.C.

Special purchase sale. Pitney-Bowes RM, RS, RG. New style Coxhead-Liner photo composer. All makes office and mail room machines. Approved Business Machines Co., 19 Hudson St., N. Y. C. 13. CA 6-6233.

#### HELP WANTED

Only complete service of its kind in northern Illinois with 12 employees. All phases of duplicating, including multilithing, addressing and creative work seeks the services of young man interested in a future. Must be capable of handling production of offset from idea to finished plate. Supervise shop production in other departments. Right man will work into this business with salary, bonus and as stockholder. Write full details and starting salary expected to Box 38, The Reporter, Garden City, N. Y.

PARTNER in Inserting & Mailing Machine operation. Must have adequate finance in expansion move and have a following in direct mail. Box 36, The Reporter, Garden City, N. Y.

#### SITUATION WANTED

Mail Order Chief. Monthly subscription plan. Schedules. Lists. Top record. Will change \$200+. Box 32, The Reporter, Garden City, N. Y.

#### WANTED

WANTED — To buy or sell Inserting and Mailing Machines. Top prices paid for the right equipment. Box 34, The Reporter, Garden City, N. Y.

#### LISTS

CANADA'S BEST MAILING LIST 250,000 live names on Elliott stencils Call your list broker — TODAY or Tobe's, Niagara on the Lake, Canada

PROFESSIONAL MAILING LISTS 100,000 Physicians. 11,000 Osteopaths. 80,000 Dentists. 19,000 Optometrists. 11,000 Eye, Ear, Nose & Throat Specialists. 12,000 Veterinarians. \$10 per "M" rental on labels. 100% delivery guaranteed. FRED B. FORREST, Box 54, Gravette, Ark. (Since 1936)

#### MAILING LIST FOR SALE

Names of expectant mothers, from Denver and R. Mtn Region. Approm 750 Per Month. On Gummed labels. 1½ @ per name. Write Maternity Mode, 329 16th, Denver, Colo.

100,000 WISCONSIN CATHOLICS Middle and upper income. Fresh, new list never before offered or used commercially. For rent or outright sale. Make offer. The Reporter, Box 37, Garden City, N. Y.

#### FLORIDA BIRTH LISTS

Continuous weekly service on labels with birth dates, 50,000 annual guarantee. Comparisons invited. Other states available. Joseph E. Stopford, P. O. Box 2747, Orlando, Fla.

#### OFFSET CUTOUTS

Stock promotional headings for reproduction. OFFSET SCRAPBOOK NO. 1, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

#### MAIL ORDER REPORT

GET THE FACTS! Read ELSON RE-PORT for latest mail order trends, ideas, new products, media tips, etc. Late REPORT, 5,000-words, \$1.00. Sent first class. Elson, Fox 1631-DM, Fargo, N. Dak.

### DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

| ACETATE SHEET PROTECTORS  |
|---|
| A. G. Bardes Co., Inc437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)  |
| ADDRESSING  |
| ADDRESSING Creative Mailing Service, Inc  |
| ADDRESSING MACHINES   |
| Addressing Machine & Equip. Co 326 Broadway N. Y. 7, N. Y. (HA 2-6700)  |
| Mailers' Equipment Co   |
| Addressing Machine & Equip. Co 326 Broadway N. Y. 7, N. Y. (HA 2-6700) Elliots Addr. Machine Co 155A Albany St., Cambridge 39, Mass. (TR 6-2020) Mailers' Equipment Co 40, W. 15th St, N. Y. 11, N. Y. (CH 3-3442) Saver & Wallingford 143 W. Broadway, N. Y. 13, N. Y. (WO 4-0520) |
| ADDRESSING — TRADE  Belmer Typing Service91-71 111th 51., Richmond Hill 8, N. Y. (VI 6-5322)  Shapins Typing Service68-11 Rocsevelt Ave., Woodside, N. Y. (HI 6-2730)   |
| Shapins Typing Service. 68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)   |
| ADDRESSOGRAPH PLATE EMBOSSING   |
| G. W. Weeks   |
| Ad Scribe B O Box 254 North Capton O (Tel- 9,2552)  |
| Ad Scribe   |
| A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (PR 9062)   |
| Reymond Lufkin  |
| A. A. Archbold, Publisher .P. O. Box 20740, Los Angeles 6.Calif. (PR 9062)<br>Raymond Lufkin  |
| ADVERTISING BOOK MATCHES  |
| Match Corp. of America3433-43 W. 48th Pl., Chi. 32, III. (VI 7-2244)<br>Universal Match Corp1501 Locust St., St. Louis 3, Mo. (CH 1-3230)   |
| ADVERTISING SPECIALTIES   |
| ADVERTISING SPECIALTIES  Geo. McWeeney Co., Bx 87, 614 Campbell Av., W. Haven, Conn. (WE 4-3411)  |
|   |
| Globe Organization, Inc480 Lexington Ave., N.Y.C. 17 (PL 3-7938)  |
| AUTOMATIC TYPEWRITING Ambassador Letter Serv. Co  |
| Pat Goheen & Assoc. (25 Robos)117 S. Meridian, Indpls. 25, Ind. (AT 5011)   |
| BOOKS   |
| Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28 N. Y. C. 1, (MU 9-8585) Reporter of Direct Mail   |
| Cordially Yours \$5.00  |
| How To Get The Right Start in Direct Advertising 1.50   |
| How To Think About Direct Mail  |
| How To Think About Letters 1.00   |
| How To Think About Readership of Direct Mail 1.00   |
| How To Think About Showmanship in Direct Mail 1.00  |
| How To Think About Mail Order   |
| How To Think About Production and Mailing   |
| How To Think About Industrial Direct Mail   |
| BUSINESS BRIEFS Wetmore & Co1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)   |
| BUSINESS CARD SERVICE   |
| R. O. H. Hill, Inc  |
| CATALOG PLANNING  |
| Catalog Planning Co   |
| CHRISTMAS STATIONERY The Newbern Company207 W. Main St., Arlington, Texas (AR 5-2207)   |
| CO-OP CARD - COUPON MAILINGS<br>Roskem Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)  |
| CONTRACTOR OF A L   |
| Leo P. Bott, Jr   |
| Mr. H. John Harder  |
| Orville E. Reed   |
| Roskam Advertising (Mail Order). 1430 Grand, Kansas City 6, Mo. (HA 6469)   |
| Franklin C. Wertheim 179-15 Jamaica Ave., Jamaica 32, N. Y. (AX 7-1200)   |
| DIRECT MAIL AGENCIES  |
| American Mail Adv., Inc., 610 Newbury St., Boston 15, Mass. (CO 6-7540) Arrow Service   |
| Arrow Service   |
| Homer J. Buckley  |
| Chase & Richardson, Inc., 9 E. 45th St., N.Y.C. 17 (MU 2-8285)  |
| Dickie-Raymond, Inc 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)   |
| Dickie-Raymond, Inc   |
| Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis, (BR 3-7852)   |
| James Gray, Inc   |
| Harrison Services, Inc.,,, 341 Madison Ave., N. Y. 17, N. Y. (MU 9-1630)  |
| Proper Press, Inc., 129 Lafavette St., N. Y. 13, N. Y. (CA 6-4757)  |
| R. L. Polk & Co   |
| Reply-O Products Co7 Central Park W., N. Y. 23, N. Y. (CI 5-8118)   |
| Sande Rocke & Co. Inc   |
| The Smith Company   |
| Direct Mail Services  |
| DIRECT MAIL CONSULTANT  Lawrence Lewis & Assoc  |

DIRECT MAIL EQUIPMENT

Amer. Auto, Typewriter Co., 2323 N. Pulaski R., Chicago 39, III. (EV 4-5151)

ENVELOPES ENVELOPE SPECIALTIES Curtis 1000 Inc....150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp......3026 Franktin Blvd., Chi. 12, III. (NE 8-1200)
Garden City Envelope Co....3001 N. Rockwell St. Chi., 18, III. (CO 7-3600)
The Sawdon Co..........480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2516)
Tension Envelope Co...19th & Campbell Sts., Kansas City 8, Mo. (HA 0092) FOREIGN POSTAGE Foreign Postage Service.... 6 Lahey St., New Hyde Park, N. Y. (FL 2-2915) FUND RAISING
William M. Proft Associates 27 Washington Pl., E. Orange, N. J. (OR 3-2233) .East Orange, N. J. (OR 4-8308) Morley W. Jennings..... LABEL PASTERS
Potdevin Machine Co........200 North St., Teterboro, N. J. (HA 8-1941) LABELS Dennison Mfg. Co. Fremingham, Mass. (TR 3-3511)
Allen Hollander Co., Inc. 385 Gerard Ave., N. Y. 51, N. Y. (MO 5-1818)
Penny Lebel Co. 9 Murray St., N. Y. 7, N. Y. (8A 7-7771)
Tompkins Label Co. 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999) LETTERHEADS Brunner Printing Co., Inc., 190 Jefferson Ave., Memphis, Tenn. (Tel: 8-5126)
Harper Engraving & Printing Co., 283 E. Spring, Columbus 15, O. (AD 5057)
R. O. H. Hill, Inc., 270 R Lefayette St., N. Y. 12, N. Y. (CA 6-6340)
Peerless Lithographing Co., 4313 Diversey Ave., Chi 39, III, (SP 2-7000)
Arthur Thompson & Co., 109 Market Pl., Baltimore 2, Md. (PL 4806) 

Lawrence Lewis & Assoc...

\*\*Members - National Council of Mailing List Brokers \*\*

\*\*Malling Lists - Compilers & Owners \*\*

\*\*Malling Lists - Compilers & Owners \*\*

\*\*Malling Lists - L

MAIL ORDER AGENCIES Roskam Advertising (Mail Order) 1430 Grand, Kansa Kansas City 6, Mo. (HA 6469)

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, III. (HI 2-0773)

MATCHED STATIONERY 19th & Campbell Sts. Kansas City, Mo. (HA 0092) Tension Envelope Corp..

MESSENGER — TRUCKING SERVICE
Mercury Service Systems, Inc......461 4th Ave., N.Y. 16, N.Y. (LE 2-6000)

MULTILITH & MULTIGRAPH MACHINES
Addressing Mechine & Equip. Co...326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

PACKAGING ...7 Brown St., Newark 5, N. J. (MI 2-7575)

Pack-It (also Mail-It)..... PAPER MANUFACTURERS

PHOTOS IN QUANTITY
Mulson Studio......P. O. Box 1941, Bridgeport 1, Conn. (Tel: 5-3077)

PHOTO REPORTING
TV.......38 Park Pl., Newark, N. J. (MA 2-3966) Sickles Photo-Reporting Serv POSTAL INFORMATION
Postal Digest Co. 448 W. Sunrise Highway, Valley Stream, N. Y. (VA 5-0309)

POST CARDS Dexter Press..... Madison Ave., N.Y.C. (MU 7-7283)

PRINTERS - LETTERPRESS & LITHOGRAPHY 

PUBLIC RELATIONS CONSULTANT
Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, III. (GL 2493)

SALES PROMOTION COUNSEL
Martin Ad Agency (Mail Order)......15 PB E 40, N.Y.C. 16 (LE 2-4751)

SYNDICATED HOUSE MAGAZINES
The William Feather Co.....812 Huron Rd., Cleveland 15, O. (MA 1-6450)

TRADE ASSOCIATIONS
Direct Mail Advertising Associations and Advertising Associations (Mail Adv. Service Associations) and Association (Mail Adv. Service Associations) and Association (Mail Adv. Service Association) and Association (Mail Advertising Association) and Association (Mail Adv. Service Association) and Association

TRUCKING — MESSENGER SERVICE
Mercury Service Systems, Inc......461 4th Ave., N. Y. 16, N. Y. (LE 2-6000)

VARITYPE EQUIPMENT
Zenith Typewriter & Adding Mach Co. 34 E. 22nd St., N. Y. C. 10 (SP 7-4930)

#### MY MAIL ORDER DAY

(Continued from page 45)

say old Jared didn't warn you. Next time a harmless looking stranger sidles up to you in a grog shop and suggests a "harmless leetle game" of "put" and "take"-shun the viper. He is no doubt carrying (and again I quote) "...a PUT 'N' TAKE Top with a College Education."

Invest 35¢ in an order to R. W. Hemsch, president of The Husbands' Protective Association, 25 Manor Drive, Newark 6, N. J. for a membership. Good for a big laff (if youse guys are married. And if you ain't, may I tender my congratulations.)

. .

Man asked me who I thought turned out some jim dandy envelope designs.

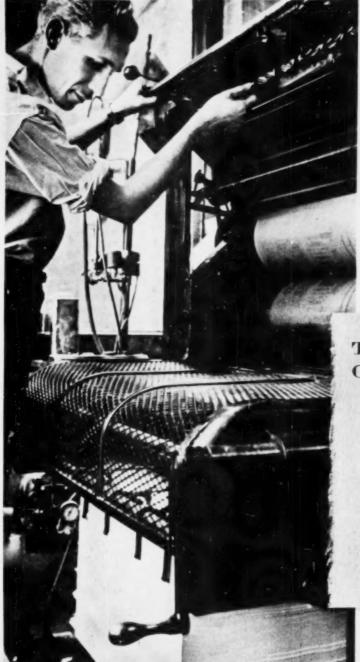
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Told him I thought S. D. Sithens, 280 Lafavette St., N. Y. C. turned out as good as I've seen and better than most. So inquirer wanted to know my connection with S. D. S. So I told the chum that. (A) I have never used Mr. Sithens' services; (B) I never met the man but base my judgment on a portfolio of his samples; (C) I wouldn't know him if I passed him on the street; and (D) it's a pretty sad world when a man asks a question and you give him an answer as honestly as possible (based on your limited knowledge) . . . then he immediately accuses you of having an axe to grind.

Man asked me: "Confidentially, what do you think has a chance of selling via mail order this year?" So I told him that we are currently busy

on the following: Rusty Rail Road Spikes, The Warrior Maidens of Mount Meru, Boys with Green Hair; Magic Numbers, Jeweled Fly Swatters, The Duck-Billed Corythosaurus and the Styracosaurus, and a number of other items. The Questioner looked at me and said: "Either you are kidding—or are you crazy!" To which I replied: "I am not kidding and as for being crazy-I'm in the mail order business."

As my old teacher would say . . being in the mail order biz is Q.E.D. (as we have shown above) primafacie (on the face of it) (Absolute evidence) of being non compos mentis (nuts). See all you readers (both of you) next month be the Good Lord and the Postmaster General willing.



## PAPER

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